BROADCASTING

combined with

Broadcast Advertising

Published Semi-Monthly • Vol. 9 No. 12

WASHINGTON, D. C.
DECEMBER 15, 1935

Canada and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

THE JOHN CRERAR
DEC 16 1935
LIBRARY

It takes KDKA to sell the *Complete* Pittsburgh Market

The Pittsburgh trading area has expanded since KDKA's pioneer days (the early 20's). Better roads and faster transportation have pushed out the imaginary line, creating thousands and thousands of new customers for Pittsburgh merchants.

KDKA has kept pace with this growth. Greater power and better technical facilities have extended its service airea so that today it more nearly corresponds to the *complete* Pittsburgh trading area than any other radio station. You need KDKA to sell the whole market. Nothing else will do.

KDKA is one of NBC's managed and operated stations. Others are **WEAF, WJZ,** New York • **WGY,** Schenectady • **WBZ-WBZA,** Boston and Springfield, Mass. • **WRC, WMAL,** Washington, D. C. **WTAM,** Cleveland • **WMAQ, WENR,** Chicago • **KOA,** Denver • **KGO, KPO,** San Francisco.

NBC THESAURUS pays another husky dividend! A real Christmas present in the form of a full hour Christmas program will be sent to all subscriber stations for presentation to their audiences as a sustaining holiday feature, *or to be sold for local sponsorship.*

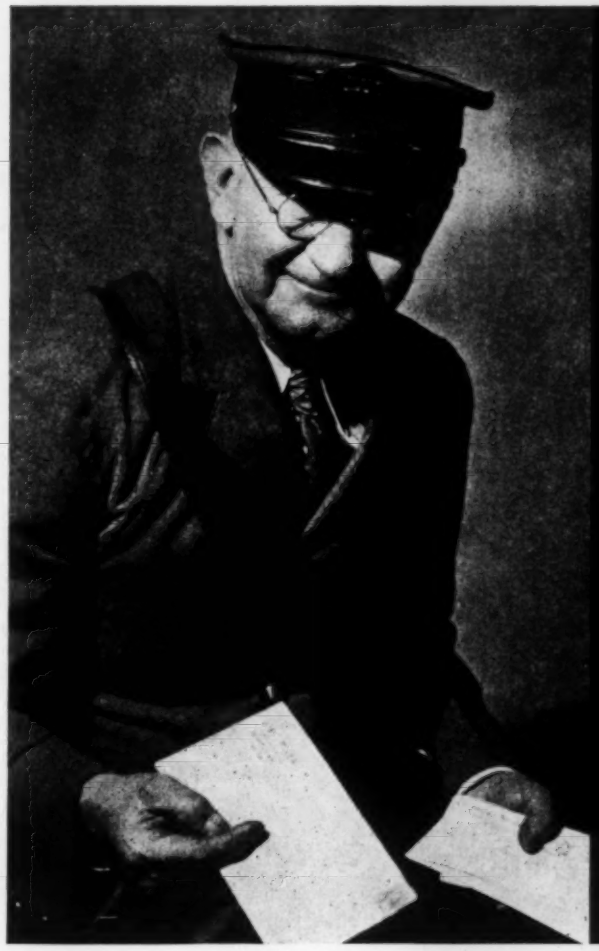
Consisting of a beautiful dramatization of Dickens' immortal "Christmas Carol," and appropriate Christmas music as only Ferde Grofe, Nathaniel Shilkret and others can render it, this program has the same high quality of all NBC Recorded Programs.

A Merry Xmas and a Prosperous New Year to our 109 subscribers from NBC THESAURUS . . . "A Treasure House of Recorded Programs"!

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

ELECTRICAL TRANSCRIPTION SERVICE • 30 ROCKEFELLER PLAZA, NEW YORK • MERCHANDISE MART, CHICAGO



THE POSTMAN IS BRINGING 300% MORE MAIL TO WTIC ADVERTISERS

NEW FACTS ON MAKING ADVERTISING DOLLARS GO FURTHER IN NEW ENGLAND

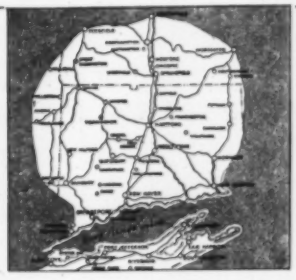
Put these two facts together in planning your New England advertising.

Fact No. 1 — WTIC advertisers are receiving an average of 300% more letters today than in January of this year. That means WTIC is constantly reaching a larger audience.

Fact No. 2 — WTIC rates are substantially the same as at the first of the year. That means WTIC is giving you a whale of a lot for your money.

Now take a glance at the map below. It's less than 100 miles square, but in WTIC's primary coverage area are 1,580,000 people. In the secondary coverage area are 680,000 more. They're people with buying power far above average, too.

WTIC offers the most complete way to reach this rich market at least cost. Talent is available for the skilful staging of any type of program. Full particulars on request.



THE WTIC COMMUNITIES
A PROSPEROUS POPULATION IN A COMPACT MARKET

WTIC
50,000 WATTS
HARTFORD · CONNECTICUT
The Travelers Broadcasting Service Corporation
Member New England and NBC-WEAF Networks
PAUL W. MORENCY, *General Mgr.* JAMES F. CLANCY, *Business Mgr.*
NEW YORK OFFICE, 220 EAST 42nd STREET J. J. WEED, *Manager*
CHICAGO OFFICE, 203 N. WABASH AVENUE C. C. WEED, *Manager*

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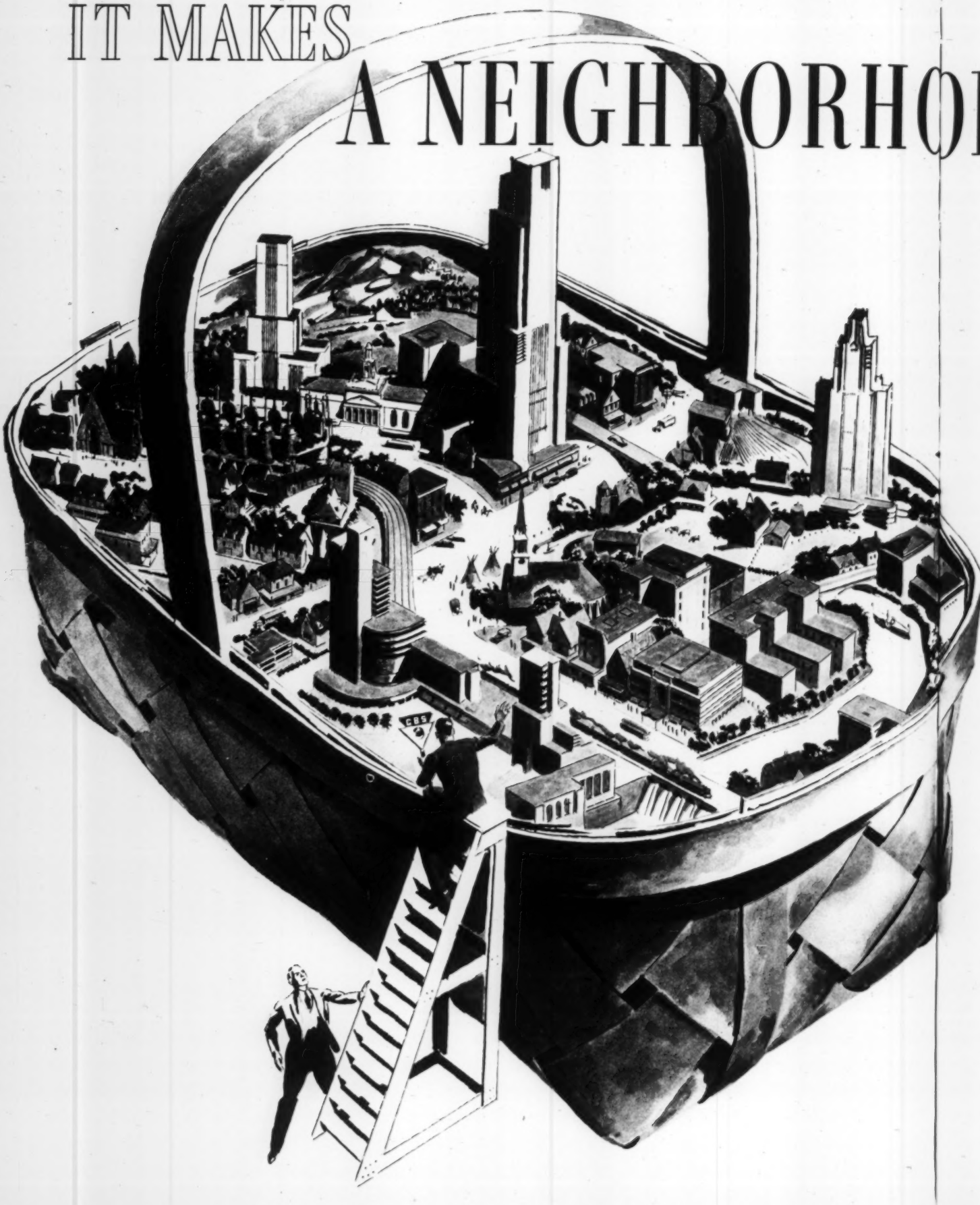
IT MAKES A NEIGHBORHO



OD OF A NATION !

Have you noticed how difficult it is to change a man's mind by writing him letters, how easy if you can sit down and chat for a few minutes?

Every industrialist has found that he can alter people's opinions, smooth out dangerous crises, sway obstinate labor leaders, convince skeptical bankers, intrigue phlegmatic Vice-Presidents in Charge of Purchasing—if he can only *talk* to them.

In your own office you can talk comfortably to perhaps fifteen people; in the directors' room to twice as many. But there *is* a way by which you can talk to millions of people—five, ten, twenty million and more—all at the same time, yet in as friendly and casual a manner as if their elbows were propped on your desk.

That way is the way of radio broadcasting via CBS, the world's largest radio network. It brings to mass selling the friendly warmth and persuasiveness of armchair-to-armchair conversation. It has brought to CBS a sales volume four times what it was six years ago, has prompted more than 80% of Columbia advertisers to renew their contracts.

It enables you to win new users for your product at the same second and with the same broadcast in markets as far apart as Largo, Florida, and Tatoosh, Washington, most widely separated of U. S. towns, or as different as New York, with ten million subway and skyscraper habitues, and Coon Rapids, Iowa, with 214 corn farmers.

Day after day, night after night, it helps CBS advertisers make a neighborhood of a nation.

THE COLUMBIA BROADCASTING SYSTEM, INC.

WORLD'S LARGEST RADIO NETWORK 485 MADISON AVENUE, NEW YORK CITY

"Extr'ordinary growth, Mr. FJ&F!"

MAYBE you have, maybe you *haven't*, noticed the gratifying growth of this company during our first half-year of existence.

Matter of fact, the growth isn't important —*except* as it evidences the soundness of our business principles.

Principles? Yes! — the determination to represent really good stations *exclusively* —to solicit business *only* where we sincerely believe we can help the customer — to conduct our relationships with both customers and stations *always* on the basis of permanent good rather than immediate profit.

And this isn't a Christmas message, either. *Test* us — any month in the year.

FREE, JOHNS & FIELD, INC.

Associated with Free & Sleininger, Inc.

Radio Station Representatives

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
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Lexington 2-8660	Franklin 6373	Trinity 2-8444	Sutter 5415	Richmond 6184

WCSC . . . . . Charleston
WIS . (NBC) . . . . . Columbia
WAIU . . . . . Columbus
WOC . (CBS) . . . . Davenport
WDAY (NBC) . . . . . Fargo
KTAT . (SBS) . . . . . Fort Worth
WDRC . (CBS) . . . . Hartford
WKZO . (MRN-NBC) . Kalamazoo
WNOX . (CBS) . . . . Knoxville
KOMA . (CBS-SBS) . Oklahoma City
WMBD . (CBS) . . . . . Peoria
WPTF . (NBC) . . . . . Raleigh
KTSA . (CBS-SBS) . . San Antonio
WDAE . (CBS) . . . . . Tampa
KTUL . (CBS) . . . . . Tulsa
KALE . . . . . Portland

and

Southwest Broadcasting System

BROADCASTING
and
Broadcast Advertising

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Deadline Near, Copyright Status in Doubt

By SOL TAISHOFF

NAB Board Recesses Following Hectic Session; Networks In Key Position; ASCAP Dissolution Is Intimated

WHAT WILL happen about the copyright situation when current contracts expire Dec. 31 remained seriously in doubt as BROADCASTING went to press Dec. 13. After meetings two days in New York Dec. 9 and 10, the NAB board of directors, called into extraordinary session to seek a solution, recessed until Dec. 16, when important developments were expected.

Inclined toward effecting a "per piece" or measured service method of paying for musical numbers, in lieu of the percentage basis, the board tentatively adopted a resolution favoring this method. Final action, however, was withheld pending the anticipated "important developments". A delegation of the board's membership, comprising six members, was named to inquire into the "per piece" plan.

Depends on Networks

THE ENTIRE situation appeared to turn on what decisions the major networks ultimately will make. They already have five-year extensions of existing licenses with the American Society of Composers, Authors & Publishers after Dec. 31. These contracts, however, signed last June, cover performance also of the catalogs controlled by the Warner Bros. publishing houses, representing between 25 and 40% of the ASCAP repertoire.

Since the withdrawal of the Warner houses from ASCAP, effective Dec. 31, the status of these extensions with ASCAP is somewhat in doubt. Warner, through Herman Starr, vice president of the picture organization, and its music generalissimo, has repeatedly stated that it desires to enter arrangements with the networks which, it believes, should contribute a substantial portion of the royalties for music performed.

As the deadline approached, there were new indications that temporary arrangements might be made to avoid chaos after Jan. 1. It is considered not improbable that the Warner houses will be willing to issue temporary licenses to stations for perhaps a three or six month period for payment on a percentage basis of something between 25 and 40% of the payments to ASCAP. ASCAP extensions of present contracts also are within the realm of possibility, if this contingency develops.

This might be worked out in order to permit adjudication of the issue between ASCAP and Warner on the right of the former to continue licensing Warner music because of its arrangements with composers and authors. The "important developments" for which the NAB board recessed, it was intimated, might be in the nature of litigation along this line.

Meanwhile there have been numerous conferences between spokesmen for the networks, namely Edward Klauber, CBS first vice president, and A. L. Ashby, NBC vice president and general counsel, with both Mr. Starr and E. C. Mills, ASCAP general manager. Both of these officials appeared before the NAB board prior to its closed sessions Dec. 9 and reviewed the situation.

The view was still prevalent that Warner Bros. houses will return into the ASCAP fold if contracts with stations and networks are altered to yield to it greater revenues. Instead of its share of about $340,000 received last year, Warner has asked $1,000,000. It contends this additional revenue should come from the networks.

Possibility that ASCAP might dissovle if Warner Bros. does not return, is more than hinted.

It has been definitely ascertained that a number of important publishers, such as Leo Feist, Schirmer, Marks, Carl Fischer and Robbins, have not renewed their ASCAP contracts, pending action on propositions they have made to the ASCAP board. Because of this, it is known that consideration is being given to a voluntary dissolution of ASCAP as such, thus automatically terminating the contracts it already has with the networks and some 55 stations for five-year extensions from Dec. 31. Then, under this strategy, it might reorganize with another name and start afresh on contracts with networks and stations. Under such an arrangement, Warners might be enticed back into the new copyright pool created under another name.

The NAB delegation, it is reported, called on Mr. Mills Dec. 11, and inquired about arranging a per piece or measured service method for the remainder of its catalog. Mr. Mills responded, according to the report, that while he personally did not object to such an arrangement, it would take perhaps a year to work one out.

Warner houses, meanwhile, were preparing a catalog of their works, which they hoped would be available by Jan. 1.

In any event, there has been no clarification up to this time of the position of stations and their clients. The NAB board had under consideration the adoption of a resolution favoring per piece as soon as it could be effected and recommending to stations that they try to get along without either ASCAP or Warner until it could be worked out. They would be instructed to use only public domain music and minor catalogs, such as Associated Music Publishers, and Society of European Stage Authors & Composers, available at flat rates.

The view also has been advanced,

(Continued on page 54)

"Per Piece" as Solution of Copyright: Pro and Con . . .

Espouses the Per Piece Plan

By PHILIP G. LOUCKS
Former Managing Director, NAB

BROADCASTERS and copyright owners have been at odds for 13 years. Broadcasters claim they are paying too much. Copyright owners claim they are receiving too little. From time to time temporary agreements have been reached and each time substantial members of both groups have been dissatisfied.

Both sides to the controversy have continually talked too much about dollars and too little about method. Neither side has given sufficient thought to a permanent and equitable solution of the problem. As was to be expected, the problem has grown in importance and today both broadcasters and copyright owners face almost insurmountable difficulties.

In the early days of broadcasting, if a station held a license from ASCAP it had access to all of the music that was necessary for its successful operation.

As the years passed, rights to important foreign catalogs were lost to the Society and fell into the hands of other American groups. Today there are in the licensing field, in addition to the Society, the Associated Music Publishers Inc., the Society of European Stage Authors & Composers, the Radio Program Foundation, and, after the first of the year—unless the breach is healed — the Warner Brothers group of publishers. The total sum of money paid by the industry for the use of copyrighted music has increased very materially during recent years.

The whole problem has been made to appear far

(Continued on page 58)

Levy Replies, Calls it Unworkable

By ISAAC D. LEVY
Treasurer, NAB

THE Editor of BROADCASTING, after informing me of the fact that Mr. Loucks had prepared an article indicating his views upon the present copyright question, asked me if I cared to make reply to it. In view of the present involvements, I was curious to know what Mr. Loucks' reactions really were. I have read his article.

Having been so closely associated with this problem for many years, and knowing Mr. Loucks' connection with it, it is difficult to understand how he can so coolly dispose of the problem now facing the broadcaster. Mr. Loucks' reflections in his article are equivalent to the single statement to the effect that the "per-piece plan" is the panacea for all ills.

He suggests: "All that is necessary to make the plan effective is that the broadcasters notify the copyright owners that they will purchase music rights on the per-piece or per-use basis . . ."

Mr. Loucks knows that the copyrights are assigned to ASCAP by the composers and that no rights could be acquired directly from the composers. ASCAP would be the one to set the price for the music.

Mr. Loucks observes that the per-piece plan has already been attacked as being unscientific, unreliable and illogical. He does not attempt to disprove this criticism of the per-piece plan. He does not attempt to prove that it is logical or scientific. He merely says that our present plan is no more scien-

(Continued on page 59)

Looking-in On RCA Television at Camden

By MARTIN CODEL

Iconoscope Camera and Kinescope Produce Clear Pictures; Experiments Next Year May Chart Future Course

TELEVISION isn't ready yet, but it is on its way and coming fast—and *it is remarkably good.* The direction it will take from the laboratory to the home, via broadcasting station and factory, no one can foretell right now. But by this time next year we ought to know which way it is heading and possibly when to expect it on an everyday basis. Having at last seen the Radio Corporation of America's television system in experimental operation at Camden and having seen one of the two British systems which will be brought out in London next spring, I believe that the latest guess of two to four years for acceptable home television here is exceedingly conservative.

In June of this year, after seeing the Baird system of television demonstrated in England, I wrote in these columns that I believed that television was an actual technical achievement. Vision by radio, I wrote, still faces enormous obstacles, chiefly economic, but I added that it has been accomplished to a remarkable extent in the laboratories. I now affirm these statements.

But I can add now that what I saw at Camden is infinitely better than what I saw at Crystal Palace in London, which was amazingly good.

Now the Field Tests

TO THIS let me add the further opinion that, if substantial field tests of these laboratory developments shortly to be made bear out what has been accomplished in the cloistered halls of research, television not only is a practical reality but even in its present stage (which is not its ultimate by any means) it is an *acceptable medium* so far as the public is concerned.

In a word, again, RCA television *is remarkably good*—probably the furthest advanced scientifically in the world, as RCA President David Sarnoff has said repeatedly. Whether facsimile will precede or accompany it into the home, I am not prepared to say. The purpose of this article, like that of my last on British television, is merely to describe in a non-technical way the impressions gained at the RCA laboratories in Camden and again to put the broadcast advertising fraternity on notice that they must begin to reckon with this marvelous new medium.

How to reckon now with this new medium? I don't know, frankly. Tests are in progress, and more extensive tests are to come, as will be explained more fully later, which will practically determine the future course of television as RCA and the handful of rival experimenters like Philco and Farnsworth must map it. I cannot speak for the others, whose laboratory workings I have not seen, nor do I know anything about the patent structures being built around vision by radio, but it is apparent that RCA's engineers and executives hold at least a few of the ace cards in their hands. The moment it is conceded that the time is ripe for selling television apparatus, assuming that the industry too has become convinced that the public will like what is offered, at that moment the broadcasters must be ready to acquire and construct visual broadcasting stations — assuming also that wave and power licenses are procurable from the FCC and that the FCC permits them to maintain themselves on a commercial basis.

Television is still labeled experimental by the FCC, as by the old Radio Commission, which means that its offerings cannot be sponsored. The sponsorship of television programs along the same lines as audible radio—with all that is implied in new sales methods and presentation technique—appears to be the only way to support the immensely costly broadcasting structure that television will require, at least in this country. FCC engineers have seen what RCA can show, and also what the other laboratories have to offer, and have expressed themselves as tremendously impressed. It is reasonable to assume that soon the federal regulators of broadcasting will betake themselves to the scenes of these experiments to formulate the policies they must lay down to guide a great endeavor making ready to graduate from adolescence and the paternal fireside to young manhood and an independent way in the industrial and social world.

What It Looks Like

AS TO what RCA has revealed, with a few comparisons with what was seen in England, let me begin by asking you first to look at a good halftone news picture in any newspaper, the measurements of which are 6 x 7½ inches or thereabouts. Imagine it coming to life, the figures therein becoming animate and expressive. You clearly recognize the characters and hear them, you see the setting and the background and you can feel a vicarious presence at the scene.

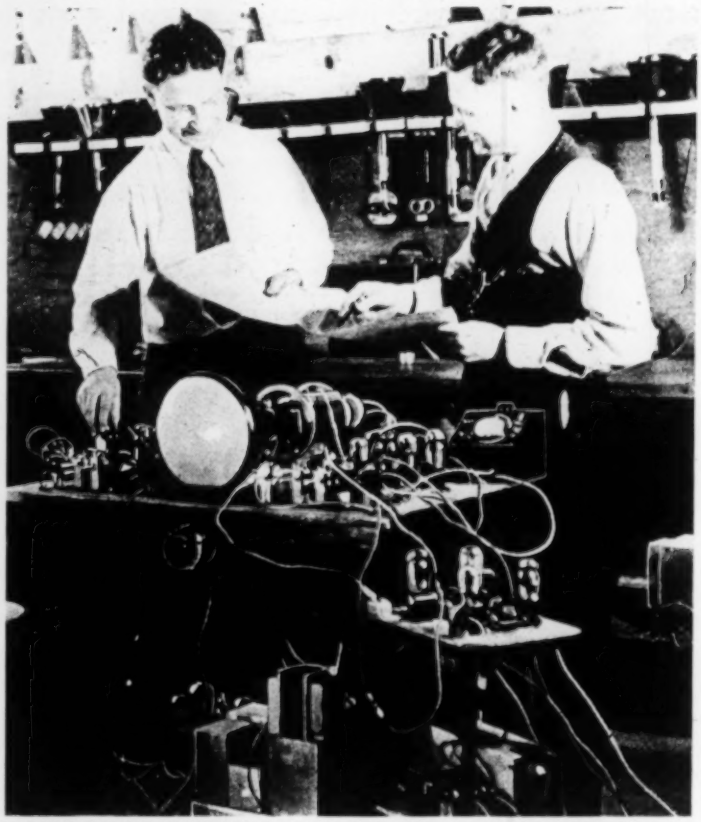
THE "KINESCOPE" — Heart of the RCA's television receiving system, on the white convex surface of which its 343-line pictures are built up and framed at the rate of 60 per second. Dr. Vladimir Zworykin is shown holding the tube.

Imagine the same picture on a fluorescent screen the same size—approximately 6 x 7½ inches. You watch the characters and the action in sharp relief through brilliant illumination. The lighting is a yellow sheen slightly greenish tinged. You see the characters and their features, even the lights and shadows on the face or hair and the cut and design and the ruffling of clothes, as clearly as you might see them on a motion picture screen. But, remember, the size is still only about 6 x 7½ inches or the size of that newspaper cut—and you sit not farther than 5 to 8 feet from the screen.

Imagine then a closeup of Grace Moore as she sings or Jascha Heifitz as he plays, still in miniature but still as clearly as on the motion picture screen. And imagine also any one of the comic strips in your newspaper in action a la Mickey Mouse, again just as clearly as on the movie screen. But keep in mind the relatively small size of the picture.

We were shown just this at the RCA laboratories in Camden. Dr. Vladimir Zworykin's "Kinescope", which every broadcast engineer will recognize as a modified oscillograph tube, looking something like a tall laboratory liquid bottle, or pear-shaped, was the receiving medium. The rounded end of the 9-inch tube pictured herewith was the screen, which was reflected on an upright mirror that could be watched at eye level. Tube and mirror were mounted in a handsome console cabinet that otherwise looked like an ordinary broadcast receiving set.

The images were being sent from a transmitter only one mile away, which we were told operated on ultra short waves with very low power. A single dial on the receiver tuned in both sight and sound and the bombardments of



INSIDE THE LABORATORY—RCA Engineers Holmes and Tolsen discussing the problems of circuits in a laboratory model of a television receiver. Note the mounting of the "Kinescope", on the end of which the received images are framed. Note also the multiplicity of smaller tubes required in the receiving set circuits. Because of the fact that receiving set circuits and cabinet designs are still in a state of constant experiment and change, RCA has declined to release pictures of either its "television theater" model or of the received images described here.

electrons on the circular end of the tube were figuratively "painting" 343 lines of electric-to-light impulses at a rate to produce 30 pictures per second, "interlaced" so as actually to frame 60 pictures per second. More lines and faster framing can be achieved, but the RCA experimenters think this is enough for good illumination and satisfactory clarity.

It is! The pictures were smaller than the 240-line visual images at 25 frames per second which Baird Television Ltd. demonstrated to me in London and which is one of the systems the British will bring out next spring. Baird screened a 12 x 9 inch picture, which was clear but not quite as sharply delineated as the RCA picture. Baird also screened an 8 x 6 inch picture with the same number of lines and frames, but it was again not as sharp as the RCA picture of approximately equal size. This is not to say that the Baird images were poor—far from it. They were excellent, but the RCA's are better.

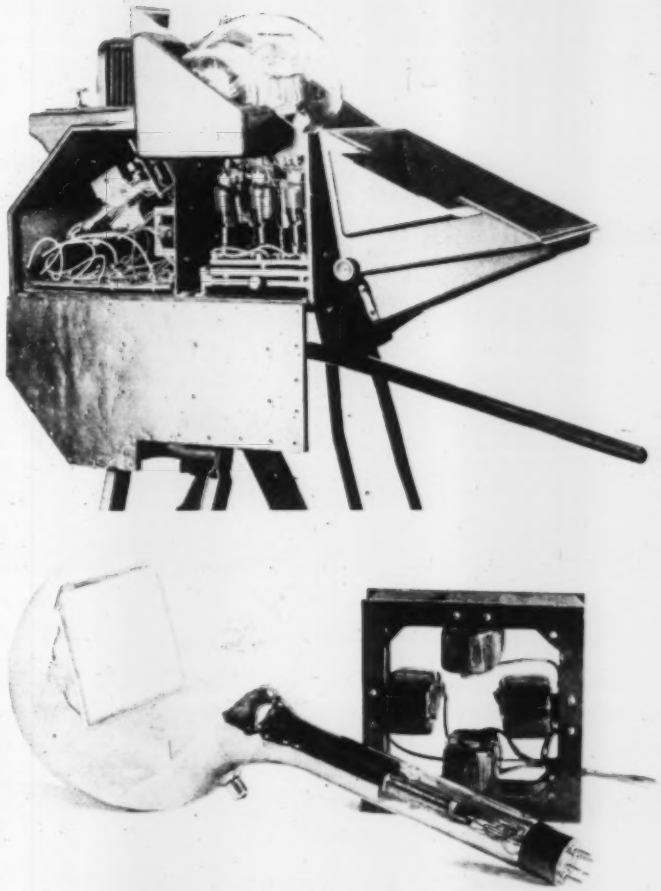
It might be pointed out here that the second system which England will bring out next spring, requiring the set manufacturers to build two circuits in each receiver so that both systems can be "tuned in", is that of Electrical and Music Industries Ltd., of which until a few weeks ago when it sold its shares, RCA was a big stockholder. EMI, as it is known, will offer images of the approximate size of RCA's, built up at the rate of 50 framings of 405-line pictures per second. Because RCA has a technical interchange with EMI, which uses practically the same apparatus, that system is virtually the same as the one demonstrated at Camden—and the acceptance of it by the British public next spring (with receivers costing about $400 each) may provide some clue to American observers of the eventual marketability of television receiving apparatus.

This Is Television!

IN THE darkened "television theater", where a young engineer tuned in the received images on a dial that brought in the synchronized sound at the same time that it framed the pictures, we were shown a two-foot closeup of a studio shot consisting of a hefty young man lighting and smoking a cigarette and telling us what was happening at the transmitting studio. He was distinctly recognizable, the smoke of his cigarette was discernible and even the gleam of his glasses could be seen. The "television camera", of which more later, was then moved back to ten feet and we saw the young man in about three-quarters length, again as clearly as in a photograph.

Then the camera was pointed out a window of the studio and we were treated with a street scene. We first saw a billboard whose advertising, as we were later to observe on the spot, was in colors so that the letters and words were of varying shades in the reproduction. But we could read the billboard and we could see the street below and the houses nearby. More amazing, we saw in the same scene a portion of the Camden-Philadelphia bridge, could make out the structural features, and saw above the concrete bridge rail the tops of tiny automobiles speeding across the picture. It was every bit as clear as a motion picture, though

(*Continued on page 60*)



THE "EYE" OF TELEVISION—Above is the television camera discussed in this article, showing the insides and mounting of the camera box itself and the mounting within it of the Zworykin "Iconoscope". The lower picture is a closeup of the Iconoscope tube itself, which is to television what the microphone is to sound broadcasting. The deflection of the electron beam for scanning the mosaic is accomplished by a magnetic field, the deflection coils being arranged in a yolce which slips over the neck of the Iconoscope. The assembled deflecting unit is shown at the right of the lower photograph beside the tube.

The "Iconoscope" is a large vacuum tube with a long neck, containing a photo-sensitive mosaic plate which is scanned by an electron beam. It is the mechanical duplicate of the human eye, the sensitive plate corresponding to the retina and the electron beam to the nervous system which carries the image from the retina to the brain.

The rectangular mosaic plate in the bulb of the tube consists of several millions of light-sensitive cells which are sprayed by electron beams from an electron "gun" located in the tube's long neck. In the same manner that a machine gun sprays bullets, the electron "gun" directs the stream of electrons across the plate from left to right. The beam traverses the plate in a series of parallel lines covering the entire surface of the mosaic in one-thirtieth of a second, and then repeats the entire process. It takes 343 of these lines to make one complete image, corresponding to one frame of a motion picture film.

When the image is focussed on the mosaic plate, every photo-sensitive element of the mosaic emits electrons in proportion to the intensity of the particular point of the image being scanned. This leaves the mosaic positively charged, thus creating a sort of electrical image on the surface of the mosaic. When the scanning electron beam touches a point of the mosaic, it neutralizes this positive charge, creating an electric impulse which represents electrically the information about that point of the image.

These impulses are transmitted by radio waves just as impulses representing sound are transmitted in sound broadcasting. To eliminate flicker, the scanning is done by alternate lines; that is, all the odd lines (1,3,5, etc.) are traced by the electron beam from top to bottom of the plate, then the electron spray starts again at the top and fills in the even lines. This process takes place 30 times each second, producing 10,290 lines per second. The whole system is entirely electrical without a single mechanical moving part.

The transmitted impulses are received by a radio receiver similar to the receiver of broadcast sound waves, only in this case these impulses, after being amplified, are not applied to a loudspeaker but to another cathode ray tube called the "Kinescope". This tube is similar to the "Iconoscope" except that instead of having a photo-sensitive mosaic, it has a fluorescent screen whose purpose is to transform the electrical impulses back again into light, thus reproducing the picture.

Television Viewed As Engineering Aid

Commercial Operation is Five Years Away, Says Mr. Cruse

WITH television and its prospects occupying more and more attention of broadcasters and broadcast engineers, Andrew W. Cruse, chief of the Department of Commerce electrical equipment division, speaking Dec. 12 before the combined engineering societies of Schenectady, N. Y., described television as an "engineering catalyzator" because he said he feels that it is "a development which by its presence is capable of inducing changes in other branches of engineering even while remaining unchanged itself."

Mr. Cruse has seen practically all of the major television experiments in laboratory or field operation, having visited the various American laboratories and having been dispatched by Secretary of Commerce Roper last summer to Europe to observe the British and German systems. A report of his observations, as given before the NAB convention at Colorado Springs last summer, was published in detail in the July 15 issue of BROADCASTING.

While also forseeing many economic obstacles to the public introduction of television in this country, Mr. Cruse is generally optimistic about the ultimate future.

May Require Five Years

"I HAVE every confidence," he asserted at Schenectady, "of the ability of our own engineers to keep this country fully abreast of other countries in this field." It will be "some time", however, he added, before we can hope to parallel our present broadcasting networks with a similar network of visual transmitters, although the FCC has already licensed about 27 experimental television transmitters.

"Television on a commercial scale, serving millions of people in all or most of our population centers," he said, "will not, I am sure, materialize within five years. In this connection I think that within the very near future this new television industry of ours—which will probably become known as the Sixth Estate—will have to do something with regard to a program of standardization in order that the pioneer observers will be given some assurance that their receiving sets will not become obsolete before they get out of the packing cases in which they are delivered."

Mr. Cruse predicted that television will "make the motion picture industry a bigger and better industry than it has ever in its wildest dreams hoped to be," chiefly because of the increased demand it will create for film subjects. He was certain, he said, that it will not keep people away from the theater any more than sound broadcasting and home movies have done. He predicted a vast new field for research, operation and employment for all branches of engineering having to do with acoustics.

"HI-FI" is the nickname for high fidelty broadcasting, now coming into greater vogue, that has been coined in England.

Robin Hood Junior—A Shoe Success Story

By MILTON M. MENDELSOHN
Vice President, Morenus Adv. Agency Inc., Chicago

With a Sure-fire Merchandising "Hook", Radio Campaign Doubles Sales and Dealer Outlets for Central Shoe Co.

THE PROBLEM of adapting radio to do a job for the national manufacturer of children's shoes so that the broadcast would definitely divert new business to the retailer seemed almost lacking solution. First because the number of outlets where such shoes could be had were far too small to expect the commercial credit line "Go to your nearest dealer" to mean anything. And yet the number of existing dealers was too great to be mentioned on one program.

Proof of sale premium ideas, or "hooks" seemed inadequate; for despite any desire for ownership that could be instilled in a children's audience, by no optimistic stretch of imagination could we imagine a child going to the 15 or 20 shoe stores in his community until such time as he found the store that carried the shoes of the sponsor.

This, then, was the problem of Morenus Adv. Agency for Central Shoe Co., St. Louis, and their Robin Hood Shoes for girls and boys. It was felt that the solution lay not in creating a vehicle wherein a merchandising hook could be developed but rather to create a merchandising hook that would do a selling job for the dealer about which a program vehicle could be woven.

And Then a Formula

AFTER months of study, research and dealer contact we felt we had come upon the successful answer. Its simplicity was startling. It simply meant the creation of a children's newspaper that tied into the broadcast. This led to the program vehicle itself and to this end the character Robin Hood Junior was established. The scene was set in the opening program by having Robin Hood Junior receive a printing press for his 14th birthday. Also, as became one with so illustrious a namesake, Robin Hood Junior was a leader in his community and president of a children's club called the "Archers". It was natural, then, to have Robin Hood Junior print a newspaper called the *Archer* that could be offered to his entire listening audience absolutely free for the term of one year; 12 issues, one each month and mailed directly to any child who wrote to him asking for one. Here was something concrete and tangible that would enable a program audience to learn where to buy Robin Hood Shoes and by means of which we could inspire a sense of loyalty through membership in Robin Hood's "Archers".

It was planned that each dealer would then be allotted his quota of prospective potential buyers by the simple method of imprinting his name on a back-page advertisement in the "Archer" newspaper on every copy that was mailed to children within a radius of two miles of his store. By further offering the child a membership card, a Robin Hood button and a very inexpensive gift if he would go to the dealer to enroll in the Robin Hood Club, all the youngsters in his community would become permanently conscious of his store identity and the fact that he carried Robin Hood Shoes. From that point on any premium plan would suffice and could not help but produce results as it would be basically directed to members of the Robin Hood club.

There remained only the problem of postage cost. We could well anticipate the impossibility of the Central Shoe Co. assuming the cost of postage for an organ whose subscription list was free. Since we planned to put the idea into operation in new towns as fast as possible, the eventual list of subscribers might run into millions. It, therefore, became necessary to sell the dealer on the value of such a newspaper to the point where he would be prepared to assume postage cost. The entire cost per name per year was 12 cents. We worked on the assumption that 12 copies of a child's newspaper chuck full of the sort of things in which children are vitally interested would, over a period of a year, inevitably lead to the purchase within that time of at least one pair of $4 shoes. Upon this basis the cost to the dealer would only involve an advertising expenditure of 3%, a figure which equaled the normal healthy advertising appropriation of shoe stores in general. It being further logical that the sale of one pair would lead to another, the ultimate percentage cost would eventually be even far less. Predicated upon these figures the dealers of a given community were approached prior to the start of the broadcasting program and asked to sign a blank contract wherein they pledged themselves to assume the postage cost to every child within a radius of two miles of their store.

"A Good Deed Makes a Good Day"

The ARCHER

The Official Publication of the Boys and Girls of America

VOLUME 2 — ROBIN HOOD, JR., Editor — No. 2

EXTRA! ROBIN HOOD IS IN THE MOVIES!!

ARCHER LEGION WINNERS

Remember the Archer slogan "A good deed makes a good day." In order to be eligible to have your name printed in the Archer Legion column all you have to do is to send in what you consider to be the best deed you have done before the next issue of the Archer goes to press. If you miss the next issue your entry will still be good for the following month's Legion contest.

The object of the Legion column is to create thoughtfulness and kindness and to promote chivalry and graciousness among Archer club members.

Here Are This Month's Winners

First Prize — Dan Hedberg — 2131 N. McVicker Avenue — Chicago, Illinois
25 Points

Second Prize — Elsie Palmer — 1972 West 25th St. — Cleveland, Ohio
15 Points

Third Prize — D. Polen — 1449 Douglas Blvd. — Chicago, Illinois
10 Points

We are printing below Dan Hedberg's prize winning letter.

My good deed is just the opposite of most stories of this kind. First, we must go back a year, for about a year ago my dog got sick. In this sickness his hind legs got stiff and stayed this way for about two weeks. Up to this time he was a very good swimmer. After this he could not use his hind legs in swimming.

Now for the good deed. It happened just Sunday. There is a spot on a near by river that we went quite often. Sunday we were at this spot fishing and I went across the dam and up the river on the other side of the [illegible] to call to me the dog couldn't [illegible] to the other side of the river. [illegible] I saw you can [illegible]

Robin Hood does his good deed for the movies.

HONOR ROLL

Boys and girls—get your name printed in the honor roll and earn some of these wonderful prizes, coaster wagons, fountain pen and pencil sets and even bicycles. To learn how, go to your Robin Hood shoe dealer who is [illegible] to be your [illegible] to the [illegible] you can [illegible]

"SEEMS THAT ALL I DO IS RUN FOR HELP," HE SAYS

Robin Hood got into the movies by accident but he sure seems to be having a lot of fun now that he's in. You all remember how he almost spoiled Mr. Jeffrey's super-production when he took the bomb out of the aeroplane that was supposed to blow up but Mr. Jeffrey changed the story so that he would not have to waste the film and things seemed to straighten themselves out from that point on.

We think that Mr. Jeffrey is very serious about his super-colossal productions but to Robin these "meller-dramers" seem to be comedies and all he ever gets a chance to do is to run for help whenever the other members of the cast get into make-believe trouble.

We hope you have as much fun listening to the broadcasts of Robin Hood Junior as he seems to have acting on them.

Let Robin Hood Know

Would you like to have a picture of Robin Hood in the movies with Mr. Jeffrey, Miss Martin, Mr. Desmond and all the rest of the cast? Write to Robin Hood and let him know. As Mr. Jeffrey says "It's gigantic, colossal, stupendous, terrific—it's a Jeffrey production."

So if enough of you youngsters would like to have pictures of Robin Hood and the movie cast and Robin Hood with the Archer club members we no doubt could do something about it.

So write to Robin Hood Junior in care of the station that you [illegible] broadcast [illegible] and if enough of you [illegible] ters [illegible] chances [illegible]

HOLDING THE AUDIENCE—This four-page publication of Central Shoe Co. helps hold the young audience together between 13-week breaks in the sponsor's series of transcription programs.

Dealers Respond

NEEDLESS to say, the dealers enthusiastically accepted the plan. It gave them a direct-by-mail contact with the potential customers in their community at about one-fourth the cost of any mailing piece they themselves could originate. Now that the loose ends were all tied together the broadcast started with an offer to the youngsters of one year's subscription free to everyone who would send his or her name to Robin Hood Junior in care of the station to which he or she was listening. The response was far beyond our fondest expectations. Group lists of names poured in from areas where youngsters were forming Robin Hood "Archer" clubs en masse. The club slogan "A good deed makes a good day" led to the cooperation of Parent-Teachers Associations and the schools themselves.

After the mailing of the first "Archer" paper to some 60,000 enthusiastic club members the dealers reported store traffic never before attained in the history of their business. After the youngsters were enrolled in the Robin Hood Club by the dealer they were informed that they could earn premiums based not only on their own purchases but also the purchases of their family and their friends. Inspired by this premium feature it soon became apparent that the value of a club member to a dealer was somewhere in the neighborhood of $20 per year, per member. Therefore, the store having 1,000 members, the entire cost of which was $120 a year, developed an increased volume of around $20,000 per annum, reducing the approximate yearly cost to the dealer from 3% to only 3/5 of 1%.

Based upon the success of the test plan in one locality, transcriptions were made of the program and were spotted around the country as quickly as the dealers could be lined up to assume the postage cost. In many cities wherein Robin Hood Shoes had had no representation whatever, new key dealers were attained merely upon presentation of the complete merchandising plan. In areas where some dealers were already established, increased dealer outlets ranging from 20 to 60% were quickly obtained. From all present indications the plan seems well on the way to more than double both the dealer outlets and total yearly volume of retail sales.

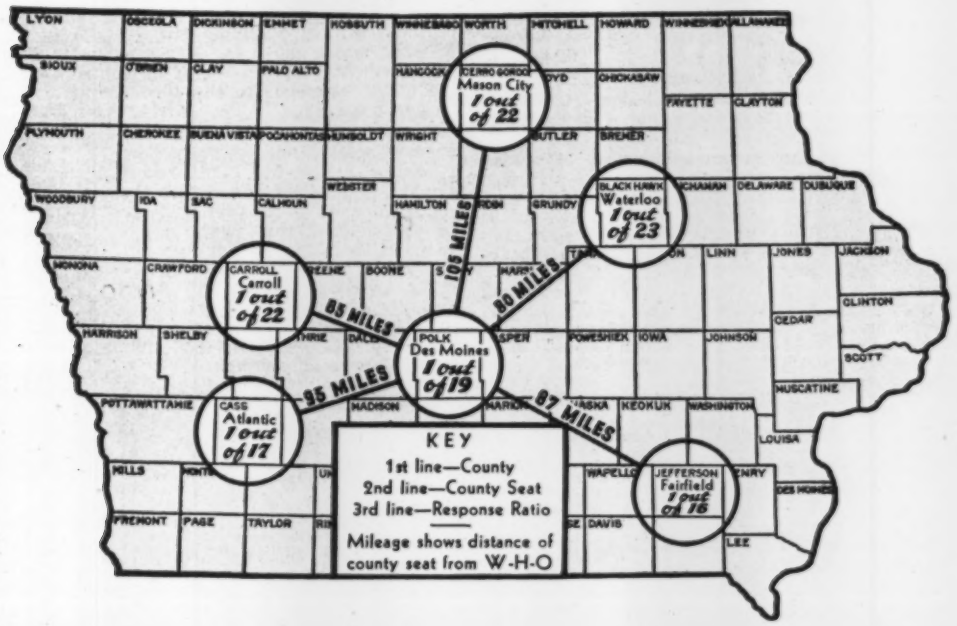
Holding the Audience

ANOTHER pertinent fact is that *Robin Hood Junior*, as a radio feature, is broadcast only twice a week. Considering that most children's programs are five time a week users, the success of Robin Hood Junior at 2/5 the normal cost is outstanding. In addition to this the plan is further developed on a 13 weeks on the air, 13 weeks off the air basis or a total of 26 weeks a year. During the interval when Robin Hood Junior is off the air, the *Archer* newspaper holds the audience together. The issue prior to the return of Robin Hood to the air heralds that return, picking up the audience where it left off. This means no loss of audience or time and money spent for listener build-up when the program returns to the air.

Frankly, we believe the method of handling the merchandising on this campaign is largely responsible for its success. The program idea, and the free subscription of a newspaper wholly devoted to juvenile interests, could not fail to get attention. But had we not first arranged distribution of cost on the newspapers and their mailing so that that cost is a minor item to everyone concerned, the makers of Robin Hood shoes would have found the cost on the newspaper alone so staggering as to make the entire idea unprofitable.

FELIX GREENE, recently appointed to represent the British Broadcasting Corp. in America, is now in New York to establish his headquarters there. He will arrange for relay exchanges with the United States and Canada.

OXYDOL MAIL PROVES W-H-O'S DAY-TIME SALES-POWER!



BASIC FACTS:

In the ten days from October 28 to November 7, 1935, an offer made only on Oxydol's Ma Perkins (NBC) program—2:15 to 2:30 p. m.—drew 15,197 mail responses from WHO listeners, each with an Oxydol carton.

Mail came from every county in Iowa, and from 184 other counties in thirteen other states. Mail return from outside Iowa was proportionately less than would normally be produced by a program on WHO alone, because the Oxydol program was carried simultaneously on WOW, Omaha, and WMAQ, Chicago.

In Polk County, home of WHO, the offer drew one response for every nineteen radio-equipped homes. In Black Hawk, Carroll, Cass, Cerro Gordo and Jefferson counties—all about 100 miles from Des Moines—the response ratio was nearly as high or even higher.

CONCLUSIONS:

That throughout the Iowa Market, WHO gives coverage comparable to the concentrated coverage in its home county, as proved by high response ratios in distant counties. (See map).

That its economical rates make WHO a highly profitable day-time buy for the radio advertiser with a message for women.

CENTRAL BROADCASTING COMPANY

J. O. Maland, Mgr. DES MOINES, IOWA *Phone 3-7147*

National Representatives: FREE & SLEININGER, Inc.—New York, Detroit, Chicago, Los Angeles, San Francisco

The Central Station—WHO—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

Campaign to Cool Congress Agitators

Reformers and Agitators to Be Active But More Vital Questions Are Likely to Keep Congress Occupied

A RADIO legislative calendar gleefully supported by the professional reformers and agitators and the various elements fostering government control of broadcasting awaits the second session of the 74th Congress that convenes in Washington in a fortnight.

Despite many predictions in the radio "hot stove league", that dire things will happen at the next session there seems little substance to warrant any such conclusions. Ever since the last session adjourned in August there has been talk of a sweeping investigation of broadcasting, the FCC and everything that goes with it. Yet there appears to be no basis for such speculation.

Political oratory aplenty about radio can be expected at the coming session, mainly because the subject lends itself to that sort of display. The fact that next year is a campaign year, however, will have a cooling effect insofar as investigations are concerned, according to observers. Moreover, the session will be so engrossed in neutrality, war shipments, government economics, relief, soldier's bonus, and similar matters relating to economics, that little time will be available for what most legislators construe as relatively minor matters.

Pending Measures

THERE are two measures pending before Congress having to do with government ownership. Both are so visionary and unsound that the may be expected to die within committees as have scores of kindred measures introduced in previous sessions. Unless there are developments of unexpected proportions dealing with broadcasting, there appears to be little real basis for any view that serious consideration will be given to radical proposals for materially changing the status quo in broadcasting.

Food and drug legislation, which probably will be called the Copeland Bill (S-5) but which will be far different in both provision and effect from the original Tugwell-Copeland Bill of two years a probably will pass. Already passed by the Senate after a hectic two years of consideration and emasculation, the bill now is pending before a subcommittee of the House Interstate Commerce Committee and is labeled for early passage.

Rep. Chapman (D) of Kentucky, chairman of the subcommittee which conducted hearings on the bill last session, asserted that the bill will be one of the first pieces of business to be accomplished. The purpose is to place the sale and advertising of foods, drugs, devices and cosmetics under more stringent regulation.

As passed by the Senate, the bill would give the Department of Agriculture full jurisdiction over the new law. This was opposed vigorously by the Trade Commission and by certain of the affected industries. Broadcasting is vitally interested because perhaps 25% of its business, almost $25,000,000, comes from the industries that would be placed under the more rigid terms of the bill.

Rep. Chapman declared that before his subcommittee reports the bill it will make one important change in its terms, but he said he could not divulge it until his committee holds another meeting after the new session convenes. Indications are that this change will propose transfer of control from the Department of Agriculture to the Trade Commission.

The Italo-Ethiopian war and the unsettled conditions in Europe and Asia may lead to some discussion as to the part radio plays in this picture. The broad powers over radio invested in the President in time of national emergency may possibly lead to legislation clarifying this situation.

Affecting the radio pocketbook also is the pending Duffy Bill (S-3047) to amend the copyright laws of 1909, and which would strip ASCAP of the arbitrary powers it has held in demanding and getting its tribute from all public performers of music. The bill was passed by the Senate in July and now is pending before the House Patents Committee. It is being fought with vigor by ASCAP and its cohort organizations.

The bill provides for elimination of the arbitrary minimum penalty of $250 per number for innocent infringements, and leaves the amount of damages to the discretion of the court. It also provides for automatic copyright of composer's works and would allow American entry into the International Copyright Union. It has the united support in its present form of the State Department, broadcasting industry, motion picture exhibitors, hotel operators and other users of copyright who have felt the sting of ASCAP's demands.

Among the illusory measures in-

(Continued on page 56)

STATUS OF BILLS AFFECTING BROADCASTING

As Congress Adjourned on Aug. 26, 1935

(All bills remain on legislative calendar)

S-5—Copeland Bill to regulate manufacture, sale and advertising of food, drugs, devices and cosmetics, passed by Senate, and pending before House Interstate and Foreign Commerce Committee.

S-3047—Duffy Bill to amend the Copyright Act of 1909, and afford new protections for users of copyrights, including broadcasting, by stripping ASCAP of arbitrary powers, passed by Senate, and pending before House Patents Committee.

S-541—Capper Bill (Culkin Bill, HR-8404, companion measure in House) to prohibit advertising of intoxicating liquors in interstate commerce including broadcasting, pending before Senate Interstate Commerce Committee. House measure pending before Interstate and foreign Commerce Committee.

S-820—Neely Bill to force losing applicants in contests over existing radio stations to pay full costs of proceedings, pending before Interstate Commerce Committee.

S-2243—Wheeler Bill carrying out recommendations of FCC that Davis Equalization Amendment on Broadcast allocations be repealed, and that allocations be left to discretion of FCC, pending before Interstate Commerce Committee.

S-3261—Walsh Bill (McKeough Bill, HR-8852, companion in House), to amend Communications Act by requiring State Department to approve all programs broadcast by or for foreign governments, pending before Interstate Commerce committees of two houses.

S-4—Copeland, Vandenberg and Murphy bill, to prevent promotion of fraud through interstate commerce, pending before Commerce Committee.

HR-55—Rudd Bill to allocate one-fourth of all broadcasting facilities to non-profit organizations, pending before House Interstate Commerce Committee.

HR-8475—Monaghan bill to create government broadcasting network and set up Radio Commission to operate system and otherwise regulate broadcasting, pending before House Interstate Commerce Committee.

HR-3252—Sauthoff bill to prohibit use of mails, periodicals and broadcasting stations to advertising loans for which interest in excess of 15% per year is charged, pending before House Postoffice Committee.

HR-197—Buckee bill to prohibit untrue, deceptive, or misleading advertising through mails or in interstate commerce, pending before Interstate and Foreign Commerce Committee.

HR-8980—McCormack bill to allow ships to pick up radio news reports, pending before Interstate and Foreign Commerce Committee.

HJRes-220—Sirovich resolution to establish an executive department, to be known as Department of Science, Art and Literature, hearings held before House Patents Committee, but no report issued.

Scott Bills and Resolution (HR-9229, 9230 and 9231 and H Res-370) to amend the Communications Act with respect to political broadcasts, censorship and broadcasters' liability for utterances, and to set up a Broadcasting Research Commission to investigate the industry and the proposals of outside groups for facilities.

Petitions presented by a number of Senators requesting that publication of testimony at FCC hearings on broadcasting be at government expense, pending before Senate Interstate Commerce Committee.

CBS and Pacific Stations Salute KGMB, Honolulu, In Dedicating New Plant

Mr. Hart

MODERN in every detail, from microphone to antenna, KGMB, Honolulu, dedicated its new station Dec. 14 with a gala program, including interchanges with CBS, with which it is affiliated, and with stations along the Pacific Coast.

Studios, offices and transmitter of the station are housed in a picturesque building of Hawaiian architectural design, made almost entirely of a sugar-cane derivative. New equipment includes an RCA transmitter, Blaw-Knox vertical radiator, RCA microphones and speech input equipment. The ground system of the antenna actually reaches ocean water.

The station is headed by Fred J. Hart, San Francisco broadcaster, who formerly owned KQW, San Jose. The resident manager is Webley Edwards. J. Howard Worrall, former executive of a large pineapple company, recently joined the KGMB staff as business and personnel manager.

To augment the service of KGMB, a new full-time 100-watt station now is being built by the Honolulu Broadcasting Co. at Hilo, on the island of Hawaii, 200 miles from Honolulu. The station will be ready for operation early next year.

WBSO Sale Approved

TRANSFER of control of WBSO, Needham, Mass., from the Babson Statistical Organization to a group of Boston individuals — two of whom were salesmen on WNAC — was approved Dec. 3 by the FCC Broadcast Division. In so doing, the Division reconsidered and granted the application for transfer of control without a hearing. The individuals are George A. Crockwell, who acquired 400 shares, William H. Eynon and James K. Phelan, who acquired 300 each. The latter two were formerly with WNAC. Their financial backer was named as Natalie S. Whitwell, of the Victoria Hotel, Boston. They stated they purchased the station solely for themselves and had no idea of "selling to anyone else".

New One in St. Paul

REJECTING the counter applications of the operators of KSTP and WDGY, and also the application of Rev. Robert E. Connely, all seeking authority to erect a new 100-watt station in St. Paul on 1370 kc., the FCC Broadcast Division on Dec. 3 granted Edward Hoffman, St. Paul furniture dealer, authority to install such a station. Examiner Dalberg had recommended in favor of Hoffman and against the applications of the others. The order is made effective as of Feb. 4, 1936.

KPDN are the call letters assigned for the new 100-watt station authorized by the FCC for construction by the *Pampa* (Tex.) *Daily News*.

KNOW YOUR FAR WESTERN 'KID' MARKET

(What Junior WANTS—Mother BUYS)

Trading Area	5 to 9 Years of Age			10 to 14 Years of Age			Total Children (5 to 14)
	Boys	Girls	Total	Boys	Girls	Total	
Los Angeles (County)	87,313	85,547	172,860	77,104	76,372	153,476	**326,336**
San Francisco (9 Bay Counties)	57,905	56,025	113,930	55,460	54,281	109,741	**223,671**
So. Calif. (11 Counties)	128,081	124,997	253,078	112,629	110,680	223,309	**476,387**
No. Calif. (47 Counties)	107,935	104,381	212,316	102,086	98,731	200,817	**413,133**
California Total	236,016	229,378	465,394	214,715	209,411	424,126	**889,520**
Oregon	41,276	40,244	81,520	41,793	40,867	82,660	**164,180**
Washington	69,285	66,728	136,013	70,264	68,129	138,393	**274,406**
Idaho	25,379	24,691	50,070	25,484	24,356	49,840	**99,910**
Nevada	3,968	3,882	7,850	3,619	3,443	7,062	**14,912**
Arizona	25,622	24,835	50,457	21,745	21,116	42,861	**93,318**
New Mexico	27,792	27,302	55,094	23,290	23,056	46,346	**101,440**
Utah	31,673	30,566	62,239	29,856	29,528	59,384	**121,623**
Colorado	52,960	51,820	104,780	50,333	48,607	98,940	**203,720**
Montana	27,541	26,451	53,992	28,623	27,773	56,396	**110,388**
Wyoming	12,278	11,819	24,097	11,140	10,610	21,750	**45,847**
Total 11 Western States	**553,790**	**537,716**	**1,091,506**	**520,862**	**506,896**	**1,027,758**	**2,119,297**

KNX has this Far Western KID Market wrapped up —ready for immediate delivery.

6 Kid shows daily between 5 and 7 P. M.—(6:30 P. M. period now available—immediately preceding 'Jimmie Allen')

If you are selling the woman of the home — try selling her through her child — What Junior *wants* — Mother Buys!

KNX has *already* pioneered this child audience. Four years of hammering 'kid shows between 5 and 7 p.m. over KNX' has done the trick.

You can cover the juvenile population out West with *ONE* station at *ONE* low rate.

Here's the company you'll keep:

Richfield	**Air Adventures of Jimmie Allen**
Wheaties	**Jack Armstrong**
Ralston-Purina	**Tom Mix's Straight-shooters**
Ovaltine	**Orphan Annie**
Sterling Products	**Dick Tracy's Adventures**
and the incomparable	**"Frank Watanabe & the Honorable Archie."**

KNX •

THE "VOICE OF HOLLYWOOD"

JOHN BLAIR & CO., National Representatives

NEW YORK · DETROIT · CHICAGO · SAN FRANCISCO

Church Is Elected President of KMBC

Mr. Church

QUIETING reports that negotiations were in progress for the sale of KMBC, Kansas City, the board of directors of the station has elected Arthur B. Church president and general manager of Midland Broadcasting Co., which operates the basic CBS outlet. Mr. Church has been vice president and general manager of KMBC since it was founded in 1921. As president, he succeeds the late Frederick B. Blair.

Denied by Mr. Church was the current report that the *Kansas City Star* had approached representatives of the Blair estate and other KMBC stockholders and was understood to have made offers for the purchase of the station. The *Star*, which operates WDAF, admitted seeking a second station.

Simultaneously, the KMBC board announced that, as of Nov. 25, Roland R. Blair, son of the late president, had been elected vice president and Mark H. Siegfried, treasurer.

Fox Named Manager

MR. CHURCH immediately announced the appointment of J. Leslie Fox, a veteran broadcaster, as director of sales, with Mr. Blair in charge of local sales and Merle S. Jones as manager of regional sales. Mr. Fox has been identified with the management and commercial direction of several stations and recently operated his own advertising agency.

Free & Sleininger Inc., Mr. Church announced, will continue as national representatives.

In connection with the published report that KMBC might be sold, Mr. Church informed BROADCASTING that it was inaccurate. "To my knowledge," he declared, "no offer has been made any stockholder for purchase of stock by the newspaper."

Mr. Church has been prominently identified in industry affairs since the beginning of commercial broadcasting. Recognized as a national authority on broadcast advertising, he has served for nine years either as a director or officer of the NAB and now also serves as chairman of its commercial committee. He is also chairman of the Broadcasters Committee of Five which is working with similar committees of the ANA and AAAA for establishment of a radio fact-finding or audit bureau.

New Virginia System

FIVE Virginia stations have banded together to form the Virginia Broadcasting System to sell time at a collective rate to national and regional advertisers and eventually to form a regional network. Plans for lines for the network are now in the formative state. The manager of the group is Hugh M. Curtler, manager of WCHV, Charlottesville. Other stations in the group are WBTM, Danville; WLVA, Lynchburg; WPHR, Petersburg; WGH, Newport News. Aerial Publicizing Inc., New York, is representing the group.

Chimes Go Batty

RIGHT in the middle of a lovely rendition by *Nancy & Eve*, vocal-piano duo, a big bat flew into the studio of WDBJ, Roanoke, Va. Paul Reynolds, announcer, grabbed a chime from a nearby drummer's outfit and killed the winged intruder.

Cultural Programs Increase by 400%

AN INCREASE of 400% in radio time devoted to world and national affairs, due to the growth of public interest in political and economic conditions, is shown in an NBC survey of its 1935 programs. Ten per cent of all NBC's time on the air this year, or 1,715 hours, 34 minutes, has been given over to news and discussion of such problems, compared to little more than two per cent in 1934, the survey reveals.

Talks, including informative and interpretive comment, comprised 6.9% of all NBC's 1935 programs compared to 1.4% in 1934, a five-fold increase, and time devoted to current topics increased from 0.9% to 3.1%.

Here is a detailed analysis of NBC programs for the entire year, 1935, based on figures for the first ten months:

	Hours	Minutes	% of Total
Music	10,713	42	62.4
Literature	2,454	04	14.3
Lectures	1,181	01	6.9
Special Events	243	30	1.4
Current Topics	534	33	3.1
Women's Programs	265	13	1.5
Physical Training	77	30	0.5
Children's Programs	636	33	3.7
Religion	220	24	1.3
Reports	78	31	0.5
Novelty	745	57	4.4
TOTAL	17,150	58	100.00

During the year 1935 approximately 562,356 microphone appearances were made by broadcasters from all over the world. Some of the general statistics computed from the analysis of programs follow: Number of programs, 44,406; number of program hours, 17,151; microphone appearances, 562,356; average length of program, 23.2 minutes; microphone appearances per program, 12.7.

Big Amateur Contest

WHEN the registrations for the WBBM, Chicago, *Twin Winner Unknown Singer* contest closed Dec. 9 more than 5,700 amateur songsters had enrolled for the two $1300 radio contracts that will be awarded. A previous amateur contest over WBBM resulted in bringing out Vivian della Chiesa, who not only won a WBBM sponsor but also went on the CBS network.

MOLLE Co., Bedford, O. (shaving cream), in renewing its *Vox Pop* NBC-WEAF program, will originate the program from other cities besides New York. The program will be heard Tuesdays, 9-9:30 p. m., after Jan. 28.

WALTER A. PARKS, 38, for the last five years engineer of WMAL, Washington, died of a self-inflicted bullet wound recently. He committed suicide in despondency over the death of his wife a month ago.

Dellar to Assist Pickard In CBS Station Relations

TO CONTACT CBS stations with the idea of improvising service and inducing advertisers to use bigger networks, CBS has detailed Lincoln Dellar from its local sales subsidiary, Radio Sales Inc., to the office of Sam Pickard, CBS station relations vice president. Mr. Dellar left New York Dec. 11 for a swing around the CBS Eastern and South Central group of stations. He will assist stations in solving their merchandising problems as well as in cooperating with the network in a mutual effort to service its clients.

Mr. Pickard, accompanied by Mrs. Pickard, will leave New York Dec. 20 for a vacation in Honolulu. They will go first to Atlanta and Miami by auto, sailing from Miami for a trip through the Panama Canal to California and thence to Hawaii. They expect to return to New York early in April.

Sterling Extends Spots

STERLING PRODUCTS Inc., New York (Dr. Caldwell's Syrup of Pepsin), has renewed its serial transcription program, *The Monticello Party Line*, broadcast five days weekly over 21 stations in the South and Midwest, for another 13 weeks, beginning Dec. 30. The program is placed by Cramer-Krasselt Co., Milwaukee, and transcribed in the Chicago studios of Columbia Phonograph Co.

General Shoe Discs

GENERAL SHOE Co., Nashville (shoes), is having a series of 13 five-minute transcriptions cut by WBS for use by dealers. The company is furnishing the discs to the dealers gratis, the dealer assuming the time charges for local broadcasts. Badger, Browning & Hersey Inc., New York, placed the order for the discs.

YAKIMA County Horticultural Union, cooperative at Yakima, Wash., is scheduling a campaign, including radio, for its Ribbon Brand apples, with R. W. Staples named advertising manager.

HOWARD H. HOPKINS, 32, assistant to Lee Bristol, vice president and advertising manager of Bristol-Myers Co., died Dec. 12.

Remote Audition

LAST summer BROADCASTING reported the marriage of the hostess of WGAR, Cleveland, to Sgt. Fred Lush of the U. S. Army Air Corps. Unable to follow her husband to his post in Honolulu Mrs. Lush resumed her post as welcomer of radio visitors. On the semi-annual anniversary of the marriage Mrs. Lush had a recording made of her voice, with two songs included. Her husband, called to KGMB, Honolulu, by that station's program director heard his wife's voice for the first time in six months. The Honolulu radio executive offered Mrs. Lush a hostess position at KGMB as soon as she could come to Hawaii. She will accept as soon as possible.

Personnel Changes In NBC Sales Staff

THE NBC sales promotion and advertising department has announced the addition of the following personnel to their department. These new additions were made to fill the gaps left by the recent realignment of the department's set-up and also to take care of the vacancies left by transfers and promotions.

Ellen Davis will serve as assistant to Gar Young, who is in charge of NBC Trade News Service. She was formerly connected with the Davis Printing and Publishing Co., Philadelphia, and Lewis Publishing Co., New York. For the last year she has been doing free lance copywriting.

Harold E. Bisson will be in charge of sale promotion production. He was formerly connected with the McGraw-Hill Publishing Co., New York and served that firm in various publications capacities.

Marvin D. Rae, jr., has been added to the merchandising section of the department. Mr. Rae recently was advertising manager of the Zoty Publishing Corp.

W. C. Roux will continue to be in charge of NBC general publication advertising which means he will be in charge of all advertising of NBC managed and operated stations as well as the NBC transcription department. This move will concentrate all space advertising under one office.

General Business Upturn Is Noted by James Free

AN UPTURN in business is reported by James L. Free, president of Free & Sleininger Inc., station representatives, who has just returned to Chicago after a month of travel. Mr. Free spent most of his time in the East, visiting his firm's offices in New York and Detroit and calling on a number of the stations his company represents. Among the stations visited were: WHK, Cleveland, WGR-WKBW, Buffalo, WAIU, Columbus, KSD, St. Louis, and KMBC, Kansas City, Mo.

"When I last visited some of these cities several months ago," Mr. Free stated, "business was comparatively dull; everyone seemed to be sitting around waiting for something to happen. Today the change is startling. Stores are full of shoppers; offices are beehives of activity; the air is full of optimism for the future."

MBS Extends for Year

REELECTING its officers and directors, Mutual Broadcasting System, at a meeting of representatives of its station members in Chicago Dec. 6, renewed contracts and agreements for the cooperative station hookup for another year from Jan. 31, 1936. All of the member stations reported increased interest in the network and better business among the individual stations. Attending the meeting were: Theodore C. Streibert, WOR; John Clark, WLW; W. E. Macfarlane and E. M. Antrim, WGN; Arch Shawd and H. G. Wall, CKLW; Fred Weber, coordinator of the network.

NOW ON THE AIR the new KGMB

HONOLULU • HAWAII

The 49th State, Hawaii, is American

It is an integral part of the United States. Its population of 400,000 speaks American, thinks American and buys American.

The *new* KGMB, Premier Broadcasting Station of the 49th State, saturates this rich market.

$70,000,000 Hawaii Buys American

Only six countries of the World make larger purchases of American products than the Hawaiian Islands. Hawaiian imports, including all of the standard brands, aggregate more than $70,000,000 a year.

On Dec. 14, KGMB went on the air with a four-fold power increase to 1,000 watts. It is in new studios, and has new RCA high fidelity studio and transmitter equipment. Its crisp, clear signals are dispatched from a new Blaw-Knox vertical radiator. In fact, everything is new except its call letters.

KGMB represents the best advertising buy in this typically American Market. It is an outlet of the Columbia Broadcasting System.

FRED J. HART, President and General Manager
San Francisco Office, Californian Hotel

Representatives: Conquest Alliance Company
New York, 515 Madison Ave. • Chicago, 100 N. La Salle St.

Time Sales Continue to Grow; Automotive Trade Leads Way

Advertising Income Shows 21.3% Increase Over '34; Regional Network, National Non-network Advance

INCREASED broadcast advertising by the automotive industry constituted one of the principal developments in radio during October. National network automotive advertising was 29.5% greater than during the corresponding month of 1934, while national non-network advertising experienced a gain of 638.5%. The increased use of non-network advertising by automotive manufacturers seems to be a permanent trend; automotive non-network volume has shown marked increases over 1934 for the last nine months.

The ability of manufacturers to utilize this type of advertising in bringing special pressure in particular markets, in coordinating national efforts with the introduction of new models, local auto shows and local dealer advertising undoubtedly constitutes at least partial explanations for this trend. Local automotive advertising increased 90.9% as compared to October 1934.

Broadcast advertising volume continued its gains of recent months. Following conflicting trends during September, radio advertising again showed the usual seasonal upswing, rising 47.7% as compared to the preceding month. Total gross time sales of the medium were 13.7% above the corresponding period of last year. National network volume exceeded the October level by 56%. Regional network advertising rose more than fivefold, while national non-network advertising increased 41%. Local broadcast advertising volume registered a gain of 23.9%. Radio advertising volume during October amounted to $8,394,898.

An Increase of 21.3%

RADIO volume for the first ten months of the current year indicates an $87,000,000 gross, if present rate of increase is continued for the next two months. Broadcast advertising during the first ten months of the current year was 21.3% above that of the corresponding period of 1934. National network advertising increased 20%, regional network volume 56%, national non-network advertising 24.5% and local broadcast advertising 18.3%. Regional network and national non-network advertising have been the principal fields of increase during the major portion of the current year. Total broadcast advertising during the first ten months of 1935 amounted to $70,626,140. Volume during October for the various portions of the medium is as follows:

	September	*October*	*10 Months*
National net.	$3,337,018	$5,017,900	$40,589,467
Regional net.	81,108	132,748	854,850
National non-net.	963,430	1,504,970	13,703,868
Local	1,288,300	1,739,280	15,477,955
Total	$5,669,856	$8,394,898	$70,626,140

Broadcasting still leads the parade of advertising media on the path of recovery. National magazine volume during October was 3.3% less than for the same month of last year, though remaining 10.9% above the October 1933 level. National farm paper advertising was 15.6% above the corresponding period of last year, while newspaper volume rose 7.9%. Newspaper advertising was 5.7% above October 1933, as compared to a 46.2% increase on the part of broadcast advertising.

The influence of increasing network volume is to be found in the decline of non-network advertising in the New England-Middle Atlantic area embracing the basic network areas of the national companies. Non-network advertising in this district was 22.1% less than last October. A similar effect is to be noted in the non-network volume of clear channel and high-powered non-network volume which rose but 4.6% as compared to an average non-network rise of 17.7%.

Local station volume continued to show the most encouraging gains in the field, broadcast advertising for this class of station increasing 58.8% as compared to the same month of last year.

Disc Volume Rises

IN THE national non-network field live talent programs continued their strong showing of recent months. Programs of this type increased 28.7% as compared with October 1934. Transcription volume in the national field rose 14.8%, and announcements, 22.1%.

Transcriptions, on the other hand, continued their growth in the local field. Transcription volume was 51.3% greater than during October of the preceding year. After falling off materially during September, live talent volume again rose over the previous year's level, exceeding last October by 2%. Announcement volume rose 22.1%.

General gains were experienced during October by all fields of broadcast advertising sponsorship,

(*Continued on page 57*)

FLYING BROADCASTER — Dr. George W. Young, manager of WDGY, Minneapolis, is an inveterate airman and uses his plane to promote the station. He was recently elected vice president of the National Aeronautic Association.

Hollywood Studios Of NBC Dedicated

Well-known Radio Officials and Talent Aid in Inaugural

NEW Hollywood studios of NBC were formally dedicated at 10:30 p. m. (EST) Dec. 7 with a two-hour-and-a-half inaugural network program in which radio and moving picture officials as well as prominent artists participated. The new studios are located in the old Consolidated Film Industries building at 5515 Melrose Ave., Hollywood.

Participating in the program were David Sarnoff, RCA president; M. H. Aylesworth, NBC president and chairman of the board of R-K-O Corp.; Will Hays, president of the Motion Picture Producers and Distributors of America; Richard C. Patterson Jr., NBC executive vice president; Don Gilman, NBC vice president in charge of the western division; John F. Royal, NBC vice president in charge of programs.

Conservatively modern in style, the new studios house the latest in technical facilities and utilize principles followed in Radio City, with O. B. Hanson, NBC chief engineer, supervising the project. The building is soundproof, fireproof and earthquake proof, and is a simple edifice in white stucco with chromium and black metal trim. Working with Mr. Hanson were Gordon Strang, construction engineer; E. L. Tyler, installation engineer, and the Austin Co., constractors.

Al Jolson, entertainer, who returns to the air in January on the NBC *Shell Chateau*, was master of ceremonies of the program. Among participating artists were Paul Whiteman and Jimmy Durante, from New York; James Melton from Baltimore; Ben Bernie from New York; Rudy Vallee from Pittsburgh; Ruth Etting from Hawaii; Irene Rich, Gladys Swarthout, Marion Talley, Jack Benny, Anne Jamison, Edgar A. Guest, Phil Regan, Bing Crosby, May Robson, Wallace Beery and John Charles Thomas from Hollywood.

An informal party staged by American movie stars in London was brought by short wave.

A preview of the studios was held for the press Dec. 6, with radio editors from San Francisco going to Hollywood by plane. NBC executives arrived several days before the premiere.

Music on the opening program was in charge of Meredith Willson, NBC western division musical supervisor, assisted in conducting by Victor Young, Johnny Green, Harry Jackson and others. Announcing was by James Wallington, Don Wilson and Sam Hayes.

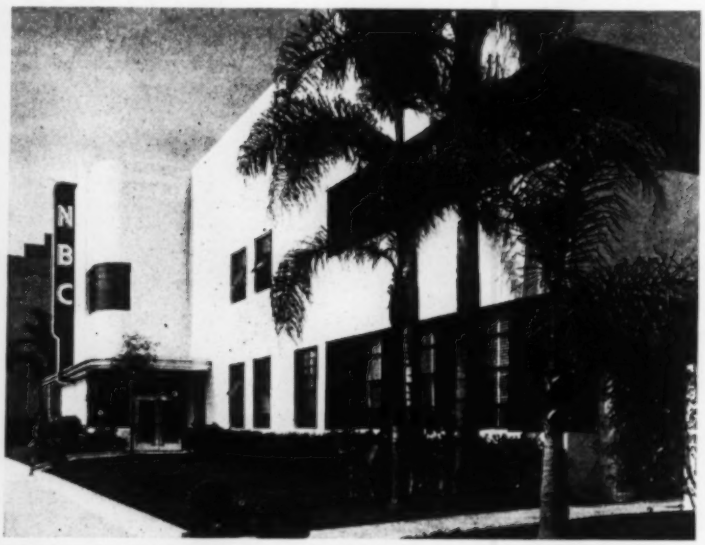
Elaborate Studios

THE MAIN building is two stories high, 140 feet long, with frontage on Melrose Avenue, and 75 feet wide. In it are located three studios and various offices. To the rear and joined to the main building is a one-story structure about 72 feet long and 31 feet wide. In this smaller, single studio will be held auditions for clients and advertising agencies.

The only entrance open to the public—that on Melrose Avenue—leads into the lobby on the main floor. An enclosed stairway directly at the entrance gives access to the second floor without crossing the main foyer. Smart and effective in design, the floors of the entrance lobby are of black terrazzo with chromium metal strippings. The walls, decorated with flexwood in hairwood pattern, give the effect of wood paneling. The furniture, repeating the conservatively modern tone of the exterior of the building, is of gunmetal finish.

Eight offices occupy the front of the building, four for the program department, two for Manager John W. Swallow and his secretary, and two for Vice President Gilman and secretary. Four offices on the side are divided between Miss Harshbarger of Artists Service, Mr. Leuschner of the legal department, and their respective secretaries. The music library, sales, press and auditor and cashier are in the rear.

Of the four studios, one, Studio D, is in the center of the first floor of the main building. The two principal studios of the NBC Hollywood headquarters, A and B, are on the second floor of the main building. Very similar to Studio 8G at Radio City, each has permanent theatre seats, a stage, curtains and stage drapes, stage lighting, etc. In the one-story building at the rear is Studio C.



NBC IN HOLLYWOOD — A corner view of the elaborate modernistic studios in the film colony which were dedicated Dec. 7.

WE'RE PLAYING "MONOPOLY"
with the Radio Advertising of
BUFFALO'S SAVINGS BANKS . . . .

FAR be it from us to boast, but we can't help feeling a little chesty over the fact that every one of Buffalo's four Savings Banks spends its radio advertising appropriation exclusively with us.

Without being too smug, we believe that is a pretty good indication of the importance of BBC in the Buffalo Area and its coverage of the Niagara Frontier.

We also believe that we have an unique advantage to offer any advertiser — whether his product is puppy biscuit or bath salts. And that is the fact that Buffalo Broadcasting operates two stations— WGR and WKBW.

We've shouted about this before—but we're going to keep right on doing so. You'll see why when we explain that WGR-WKBW divide Columbia and Buffalo Broadcasting Productions between them. This of course permits the careful selection of the most advantageous time — and it also means that considerably more advantageous periods are available than when one station must carry all chain programs in addition to its local productions.

Being innately modest souls we'll say no more. We'll simply urge you to consider carefully the manifold advantages of radio advertising through BBC — the precedent established by Buffalo's four Savings Banks — and as a grand finale offer to send you facts and figures which conclusively prove the truth of everything we've said about WGR and WKBW.

OPERATED BY THE BUFFALO BROADCASTING CORPORATION, RAND BUILDING, BUFFALO, NEW YORK.
REPRESENTED BY FREE & SLEININGER, INC.

Radio Starts Dollars Rolling Into Bank

By C. W. GROVE
President, Second Federal Savings & Loan Association, Cleveland

New Institution Turns to Air Waves and Quickly Discovers A Formula to Bring in Flocks of Savings Accounts

Mr. Grove

THERE'S many an old sock acting as custodian for Cleveland dollars. And there's many an old sock coming out of the pantry cupboard as Clevelanders heed the suggestion of the new Second Federal Savings & Loan Association, which has learned the efficacy of the ether-waves. It takes new accounts to get a savings and loan bank into operation, and as far as Second Federal is concerned, it takes radio to get new accounts. Here's how:

PEOPLE will listen to radio advertising and then bring their hard earned dollars to open new savings accounts in a new financial institution, if, (and that is a large if) the plan is one that the public wants and the program tells them about it so that they thoroughly understand it.

That is a rather broad prediction but it is based upon the experience of the Second Federal Savings & Loan Association, of Cleveland, one of the new local, mutual savings institutions, operating under national charter and authorized by the Home Loan Act of June, 1933.

Following a limited series of radio programs, the Second Federal received in the first ten days of July, 1935, new savings accounts and additions to accounts totaling more than $55,000, a large part of which came in direct response to our radio series. That you may understand the remarkable job that radio advertising helped to do, it is necessary to explain that the Second Federal was new, having been chartered in April, 1934. It had no past history; it was not a Federal, converted from a state chartered savings and loan company. The whole system of Federal Savings & Loan Associations is new and therefore, the big job that radio had to do was a combination of educating and selling.

Most for the Dollar

IN THE EARLY days of our organization we faced the problem of choosing an advertising medium for most of our expenditure because we realized that we could not spread our advertising dollars too thinly in many mediums. We had listened to other radio programs. We could understand how radio would sell food products, cosmetics, and other items with broad public appeal. Frankly, we were skeptical of radio results, but we were led to choose radio for these reasons: Our first method of developing new savings business was naturally by personal contact. Each new account meant a careful explanation of our method of operation. Each account meant first educating and then convincing the prospect. We had a story to tell. We felt sure we had what the public wanted. We felt that we would be able to get results if we could explain our savings plan in a wholesale way. We felt also that it was desirable, in building a new financial institution, to inject the personality of the officers into the selling. In other words, we wanted to duplicate as nearly as possible the person-to-person discussion of the Second Federal. That our contention was correct is demonstrated by the fact that since the first of last June we have had an uninterrupted schedule of at least two radio programs per week on WGAR, and in the last three months our receipts in local savings totaled $119,627.

When the Second Federal first started using radio advertising early in 1935, we presented two or three 15-minute talks in which we explained the entire plan of Federal Savings & Loan Associations. Subsequently we used a few announcements on participating programs. We were beginning to record quite a few new accounts whose owners stated that they had heard our radio talks. During the months of April and May we discontinued radio advertising entirely and the falling off in results was noticeable.

On June 1, we started a series called *What's the Answer?* Each period is a five-minute broadcast at 6 p. m., and the regular schedule is Tuesdays and Thursdays. Around the first of each month when we anticipate an increase in activity we usually add a few extra periods on other days of the week. Each of these five-minute programs open with from one to four questions asked by the station announcer, with explanation that the answers will be given before the close of the period. The announcer then presents an officer of our Association for a three-minute talk. These talks are strictly commercial and deal in plain facts and figures. The period is closed by the announcer with the answers to the questions and the notice of the next period.

From June 1 to July 9 we used 15 such programs which brought results as stated above. Many of the accounts that made up the total of $55,000, reported hearing our programs.

Some Results

NATURALLY, we continued the same plan through the summer and not a week passed without at least one or more new accounts as a result of the radio advertising. At the present time our schedule includes Tuesday and Thursday of each week on WGAR, for an indefinite period.

Here are typical examples of results:

An elderly woman came in shortly after Oct. 1 with a liberty bond that had been called in June. She wanted to use it to open an account and volunteered the information that she had been listening to our program for some time.

About the same time, a man in working clothes came in to open what he called a small account. He said that he was a machinist and was unable to get downtown often. One of our men attempted to explain our savings plan but the machinist interrupted him and said he understood it clearly because he had been listening to our radio broadcasts. We quote our man who talked to him: "This customer took a roll of bills out of his pocket that would do me very nicely for a month's salary and opened what he called a 'small account'."

Recently there was a school teachers' convention in Cleveland and during it a teacher from Wooster, about 40 miles south of Cleveland, brought in a fine account, stating that he had been listening for some time to our question and answer programs. It is not unusual for us to open an account for total strangers who come in with a handful of currency, sometimes even a stack of hundred dollar bills.

After four months of strictly commercial advertising in the *What's the Answer?* programs, we decided to give our programs variety in the hope of increasing our radio audience. For several weeks, on Thursday evenings, we have introduced Capt. Patrick Tayluer, a sea captain 78 years of age who is introduced by the station announcer. He tells of his adventures at sea and in South Africa. On this type of program we use only a commercial announcement at the close. Comments about Captain Tayluer have been sufficient to indicate an interested audience.

A most interesting result of broadcasts is found in our loan department. We make first mortgage loans on homes exclusively and since July 22 have only had one five-minute period devoted exclusively to loans. On the date just mentioned we presented a 15-minute talk on "Home Mortgage Loans under the Federal Housing Administration." People still come in and apply for loans stating that they have heard our radio programs. No doubt some of these people who listen to our savings programs apply for loans, others still come in answer to our loan broadcast used some time ago.

As this article is written we have completed six months of continuous radio advertising as described above. Of course, we feel that the savings plan we offer is one that the public wants or we would get no results. We also feel that our radio series has brought the Second Federal to the attention of a large audience and that the results we have obtained up to date indicate that a continuation of radio advertising should bring consistently increasing results in the future. A check of new accounts opened in the year ended Oct. 31, shows that 27.5% of our new accounts, by number, and 21.2%, by volume, came as a result of radio advertising.

There is no question about one thing. The records show definitely that radio has helped to put new dollars in new savings in the Second Federal Savings & Loan Association of Cleveland.

SALUTING ITS NEIGHBORS

WSM Starts Series in Honor of Score of Stations Rebroadcasting Its Programs Regularly

STARTING recently, WSM, Nashville, inaugurated a series of programs dedicated to and publicizing other radio stations—but not other 50,000 watters. What WSM is planning to do in its new series of weekly salutes is to further cement cordial relations with some two dozen smaller stations now regularly rebroadcasting WSM local programs.

Tuesday nights at 9:30, WSM salutes these stations, the first having been WATL, Atlanta; WPAD, Paducah, Ky.; WTJS, Jackson, Tenn.; WROL, Knoxville; WLAP, Lexington, Ky.; WJBY, Gadsden, Ala.; WCOC, Meridian, Miss.; WNRA, Sheffield, Ala.; KFXR, Oklahoma City; WOPI, Bristol, Tenn.; WAML, Laurel, Miss.; WPFB, Hattiesburg, Miss.; WNBR, Memphis; WKEU, Griffin, Ga.; WLBC, Muncie, Ind.; WRBL, Columbus, Ga.; WSGN, Birmingham; WCBS, Springfield, Ill.; WAIM, Anderson, S. C.; WMFR, High Point, N. C.

The idea of being saluted has met with instant approval of smaller stations, anxious to have the world learn about them and also anxious to learn more about their colleagues. Francis Craig, WSM dance maestro, with his orchestra and entertainers are featured on the show.

Only Productive Advertising is ECONOMICAL

WLW *"The Nation's Station"*

CINCINNATI

Merchandising Notes

Contest for Song Writers—A Contented Christmas—Voting for Football Favorites—Checks for Advertisers

S. C. JOHNSON & SON Inc., Racine, Wis. (wax), sponsoring the *Fibber McGee & Molly* program Mondays at 8 p. m. on an NBC-WJZ network, has started an amateur song writers contest. Rico Marchelli, conducting the Fibber McGee orchestra, is cooperating with Irving Berlin Inc., publishing house, the latter offering to publish the winning song. In addition the winner will receive a $100 cash prize. The contest started Dec. 1. Judges are Marchelli, Carl Hohengarten, his chief arranger, and Fred Kramer, representing Irving Berlin Inc. The song must be in the popular vein and typically American in rhythm and spirit. Marchelli will orchestrate the song and his orchestra will play it when the winner is announced. Needham, Louis & Brorby Inc., Chicago, is the Johnson agency.

* * *

CARNATION Co., Milwaukee, is giving a Christmas party to 500 children at the *Contented Hour* program on an NBC-WEAF network, Dec. 23, 10-10:30 p. m. (EST). The Chicago studios are to be decorated in seasonal motif. After the program candy and toys will be distributed and Carnation artists will stage an impromptu concert. During the broadcast there will be no commercials in order to provide maximum time for entertainment. Everett Mitchell is to announce. Erwin, Wasey & C Ltd., Chicago, is the agency.

* * *

WORKING on one-day notice, the KTUL, Tulsa, Okla., staff aired a three-hour commercial salute to the Mid-Continent Petroleum Corp. on its 22d anniversary. Learning of special newspaper sections to appear, the KTUL staff went into action on a cooperative salute program. The program, built in ten-minute salutes for each sponsor, started at 12 p. m. the next day. It ran solid for two hours and a half, and then after skipping for a network show, resumed for half an hour at 4 p. m. Later that night the station itself used 30 minutes in saluting the petroleum corporation, Tulsa's largest industry, with W. C. (Bill) Gillespie, station vice president, congratulating the organization.

* * *

ACQUIN PRODUCTS Co., St. Louis (proprietary), which started a series of 26 quarter-hour programs twice weekly on KSD, St. Louis, is distributing the *Acquin Almanac* to listeners sending in the direction leaflet from a tin or bottle of Acquin. NBC *Thesaurus* recordings are used on the program, produced by Charles F. Kelly Jr. and Lewis B. Hagerman, of Kelly & Stuhlman Inc., St. Louis, the Acquin agency.

* * *

LADY ESTHER Co., Evanston, Ill., is running a limited offer of a 24-page illustrated booklet entitled *Make-up Secrets* to all who write in for it. They are also including samples of Lady Esther products.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C., Camels, Prince Albert, is announcing over its CBS Tuesday and Thursday night program a money back offer on both of these products. On the cigarettes the tag is "Try ten and if you don't like Camels return the package with the rest of the cigarettes and the manufacturer will mail the addressee the full price of the cigarettes plus postage." A similar offer is made for Prince Albert—smoke half a box.

* * *

MacFADDEN PUBLICATIONS Inc., New York, is using a large painted display sign on top of its editorial offices on Broadway to advise New Yorkers to tune in on WEAF each Friday night 9:30-10 p. m. for the *True Story Court of Human Relations*. The sign is illuminated at night.

* * *

A CHANCE to vote for his favorite football player is offered every listener to the *Elgin Campus Revue*, sponsored by the Elgin National Watch Co., Elgin, Ill., over an NBC network each Friday evening. Four teams will be chosen, representing the East, Midwest, South, and Far West, the members of each team selected entirely on the basis of the listeners' votes. At the conclusion of the poll, each player will be presented with a watch by the sponsor.

* * *

TO PROMOTE the talent discovery hour, sponsored by Cities Service Oil Co., WHIO, Dayton, is dedicating the Sunday program each week to a surrounding city. With the show sponsored by Washington Court House, O., the city sent the high school band in uniform, the American Legion Post in uniform, and 200 other spectators to the show, which was presented in the garden of the Van Cleve hotel. Prior to the program the unit was paraded around Dayton streets with a police escort.

* * *

PURITY BAKERIES Corp., Chicago (Grennan cake), using an hour program six mornings a week titled *Breakfast Express on* WKRC, Cincinnati, has drivers plug the program on their calls. In addition the sponsor distributes large colored posters to local grocers for display.

Legal Interference

DON WELLER, chief engineer of WISN, Milwaukee, and his staff were making interference tests recently in Eastabrook Park, near the scene of Milwaukee's recent bombing panic. Suspicious residents phoned the police. After hearing the explanations, the law stayed around a while just to make sure.

CAPITALIZING on its frequent airing of benefit performances, WMCA, New York, is opening these programs to sponsorship. Credits are deftly handled on a good-will basis, with sponsors usually tieing in benefit programs with regular programs, newspaper advertising and window displays. In November WMCA broadcast four benefits, including the *New York American* Christmas Relief Fund, sponsored by Sally's Studios; Adirondack Sanitorium Benefit, sponsored by Sachs Quality Furniture Inc.; National Hebrew Orphan Asylum Benefit, also sponsored by Sachs; benefit for United Jewish Appeal, sponsored by Adam Hat Stores Inc.

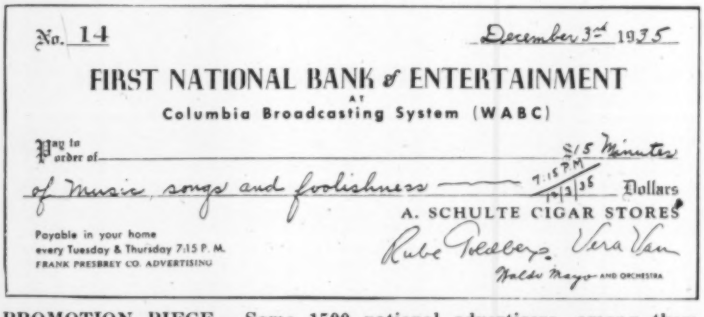
WMCA's viewpoint is that the station gets paid, the sponsor gets a gala show with big-name artists, the benefit gets a substantial donation, and everybody's satisfied.

* * *

FRANK PRESBREY Co., New York agency, liked its new Schulte Cigar Store program on CBS so well that it mailed 1500 checks to national advertisers. The checks were for "15 minutes of music, songs and foolishness". Among those receiving them were Presbrey clients, other sponsors, and all important broadcasting prospects. In addition the agency forwarded personal letters to all clerks in Schulte cigar stores describing the program and inviting dealers to tune in and encourage customers to listen. The letters were signed by Rube Goldberg, the main talent feature. The sponsor, D. A. Schulte Inc., New York, is using 16 CBS stations, Tuesdays and Thursdays, 7-7:15 p. m., and went on the air Dec. 3.

* * *

FALSTAFF BREWING Corp., St. Louis (Falstaff beer) wanted to check the coverage of their *Frolic Time* program, broadcast on Saturday nights over KMOX, so they offered a set of coasters to those writing in. Within four days after the broadcast this single announcement had produced more than 5,000 replies from 36 states and Canada.



PROMOTION PIECE — Some 1500 national advertisers, among them clients of Frank Presbrey Co., New York agency, received checks like this announcing the new CBS program of Schulte Cigar Stores.

Examiner Favors Three Against Two

SUSTAINING Examiner Dalberg's recommendations in each case, the FCC Broadcast Division on Dec. 10 authorized the construction of three new stations—one each in Springfield, Mass., Hartford, Conn. and Muskogee, Okla.—and denied applications for new stations in Worcester and Hartford.

The Connecticut Valley Broadcasting Co., a partnership consisting of Quincy A. Brackett, Lewis B. Breed and Edmund A. Laport, secured the Springfield grant for a limited station of 500 watts on 1140 kc., the order becoming effective Feb. 4, 1936.

Stations of 100-watts power were granted to the *Hartford Times* and the *Muskogee Press*, the former on 1200 kc. daytime only, effective next Feb. 4, and the latter full time on 1500 kc., effective next Feb. 11.

The applications of the Worcester Broadcasting Co. and the Hartford Broadcasting Co., both asking for 100-watt stations on 1200 kc., were denied. The head of the applicant corporations is Albert S. Moffat, operator of WMAS, Springfield and WLLH, Lowell, Mass., with John Shepard 3d, president of the Yankee Network, reported in the application as holding a contract for purchase of 25% of the stock if the applications were granted.

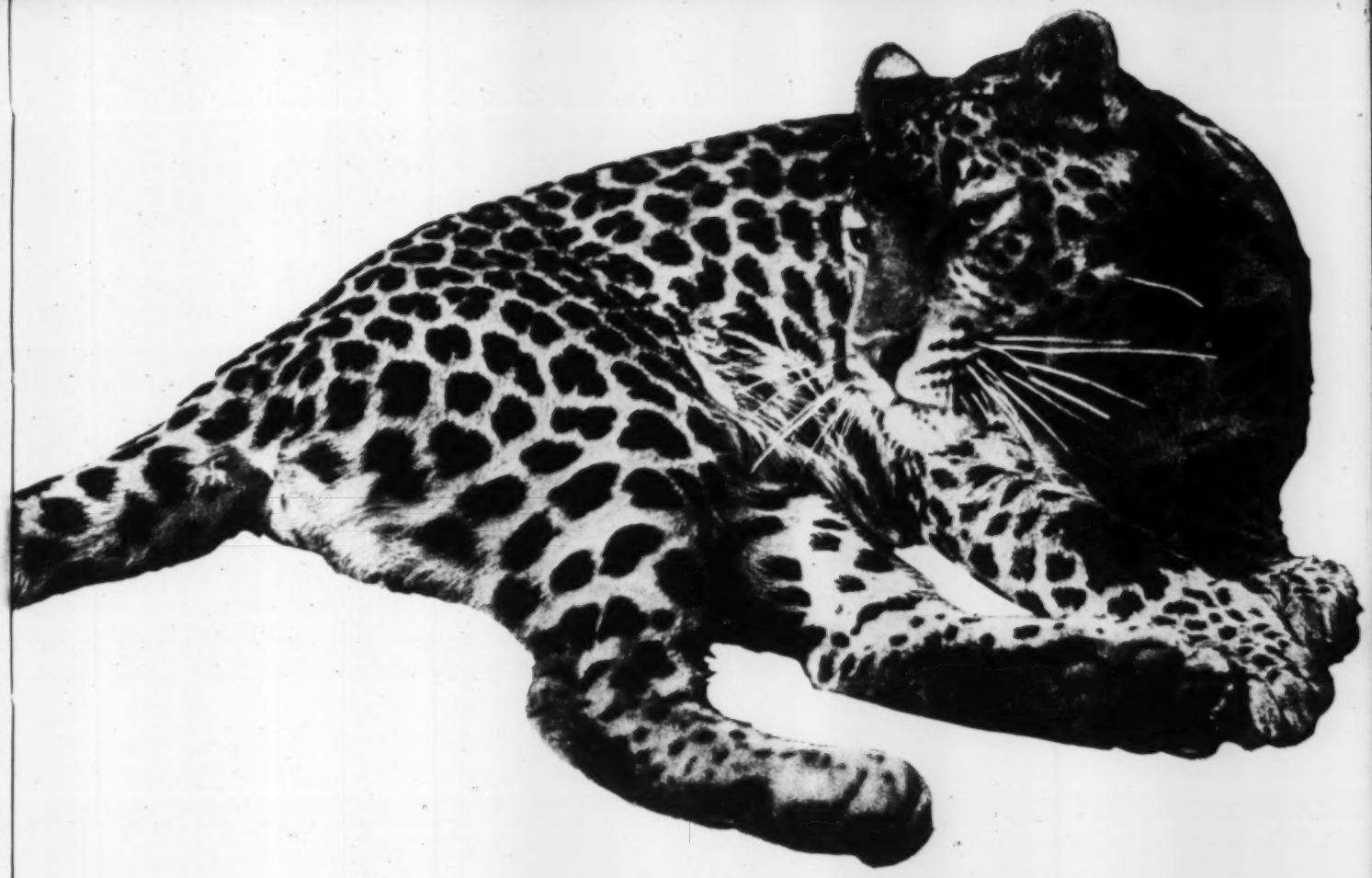
Examiner Bramhall on Dec. 10 also rendered a report favoring granting a new 100-watt station on 1420 kc. to the *Abilene* (Tex.) *Reporter*, at the same time recommending against an identical application of William O. Ansley, Jr., of Abilene.

NBC Opera Broadcasts Likely to Be Sustaining

UNLESS a sponsor is signed at the last moment, Metropolitan Opera will return as a sustaining feature on the combined NBC networks, 88 stations, starting Dec. 21, and be heard every Saturday through the 14-week season from 1:45 to 5:30 p. m. EST. That the opera, which has been signed for the third year exclusively by NBC at a cost said to amount to $100,000, will definitely be offered again was made certain in an announcement Dec. 10 which indicated the feature will be carried as sustaining with Milton Cross again the announcer. Last year the opera was sponsored by Lambert Pharmacal Co., St. Louis (Listerine), the season before by American Tobacco Co., New York (Lucky Strike). The series is offered to the Canadian Broadcasting Commission.

Denies Mexican Relay

EXERCISING the authority given it in the Communications Act, the FCC Broadcast Division on Dec. 3 denied the application of hotel interests in Eagle Pass, Tex. to transmit programs across the American border to XEPN, so-called "border" station at Piedras Negras, Mexico. The decision sustained the recommendation of Commissioner Thad H. Brown, who had conducted a hearing on the application.



THE OLD ORDER CHANGETH!

LEOPARDS just can't change their **SPOTS**...but...**YOU** buyers are always in a position to change **YOUR SPOT ADVERTISING** to radio stations that bring advertisers **REAL SALES RESULTS. HEARST RADIO** stations have proven time after time that **THEY** are **RESULT STATIONS.**

IF THERE'S ANY DOUBT ABOUT SPOTS...PLACE 'EM ON THE STATIONS THAT WILL DO YOU THE MOST GOOD.

HEARST RADIO

NATIONAL REPRESENTATIVE:

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WINS . . . . . NEW YORK	WBAL . . . . . BALTIMORE	KEHE . . . . LOS ANGELES

HEARST MAGAZINE BUILDING, 959 EIGHTH AVE., NEW YORK • COLUMBUS 5-7300
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Promotional Ideas Given in Calendar Of Retailing Group

Special Events and Sales Plans Are Provided in 1936 Guide

VALUABLE to stations and agencies is the *Retailer's Calendar and Promotional Guide* just issued by the National Retail Dry Goods Assn., 225 W. 34th St., New York ($2.50). The guide was compiled by Frank W. Spaeth, manager of the sales promotion division.

The new work combines the *Daily Planning Guide*, published some years ago, and the *Calendar of Special Weeks and Days*, formerly published annually by NRDGA. Listed for each day are "important activities which help to create dominant buying impulses." For each month are the "important volume departments and major promotional appeals used by well-run stores, regardless of their size."

Among data included are wedding anniversaries, Jewish holidays, festivals and feasts, and wedding anniversaries.

A sample bit of information, taken at random from the daily calendar, is for June 4, 1936. It reads: "U. S. Open Golf Tournament, Short Hills, N. J., June 4, 5, 6. Smart stores cash in on nation-wide publicity given cotton this week. Models parade summer fashions in restaurants. Girls in Beach Shop model beach apparel. 'Cool Wool' suits for men—healthier and more comfortable summer. Father's Day and Children's Day coming."

Promotional Ideas

IN THE MONTHLY analyses are highlights of typical activities during that period of the year, with suggestions on promotion. Average June sales are broken down by types of products, and by federal reserve districts. Dozens of promotional ideas are suggested.

In a statement explaining the guide, Paul E. Murphy, chairman of the sales promotion division, said: "It will prove a useful tool to every retail executive interested in selling, because it will enable stores to plan their selling activities far enough in advance to insure adequate preparation and intelligent follow-through — something sadly lacking in many stores today.

"We dedicate this work to the store owners, advertising managers, display managers, store managers, buyers, merchandisers, copy writers who want to improve their work in 1936. And to those outside the drygoods field who are interested in retail sales promotion."

March of Time Weekly

TIME Inc., New York (*Time* magazine and "The March of Time" newsreel) begins a new series of weekly half-hour programs over 41 CBS stations Thursday, Jan. 2, 8:30-9 p. m. and each following Thursday. The sponsor is using the same coast-to-coast network that was used for the previous five-weekly programs. The contract is for 13 weeks. Batten, Barton, Durstine & Osborn Inc., New York, handles the account. John McIntyre will be the announcer.

Network Time Available As Some Accounts Fail To Continue Schedules

ALTHOUGH sponsored time bookings on the networks are the highest in history, with waiting lists on hand for time relinquished by sponsors, the close of the fall broadcasting season will see several accounts fail to renew their schedules. Programs being discontinued before Jan. 1 on the several networks with their expiration dates follow (based on information available as BROADCASTING went to press):

NBC-WEAF NETWORK

General Foods Corp., New York (Log Cabin Syrup), *Log Cabin Revue* with Frank Crumit, Conrad Thibault and Harry Salter's orchestra, Dec. 25.

Elgin National Watch Co., Chicago, *Elgin Campus Revue* with the Mills Bros. and Art Kassel, Dec. 27.

P. Lorillard & Co., New York (Old Golds), *Old Gold Sport Page of the Air* with Thornton Fisher, Dec. 28.

NBC-WJZ NETWORK

Northam Warren Corp., New York (Cutex nail polish and lipstick), Niela Goodele, Dec. 22.

F. W. Fitch & Co., Des Moines (shampoo), Wendell Hall, Dec. 24.

Colgate-Palmolive-Peet Co., Jersey City (toothpaste), *House of Glass* with Gertrude Berg, Dec. 25.

John H. Woodbury Inc., Cincinnati (soap), *Dangerous Paradise* with Elsie Hitz and Nick Dawson, Dec. 27.

CBS NETWORK

Atwater Kent Mfg. Co., Philadelphia (radios), *William Daly's orchestra* and guest stars, Dec. 12.

E. R. Squibb & Sons, New York (drug products), World Peaceways' *To Arms for Peace* with Deems Taylor, Howard Barlow's orchestra and guest stars, Dec. 19.

NEBRASKA OPTIONS TO BUY ABANDONED

PURCHASE options on two of the four stations in Nebraska sought by the Nebraska Broadcasting Co., a subsidiary of the *Omaha World-Herald*, have been surrendered following the failure of the FCC to take action on their voluntary assignment. The newspaper interests announced they had withdrawn applications for assignments of WJAG, Norfolk, and KMMJ, Clay Center, which will be retained by their present licensees. The newspaper organization was understood to have agreed to pay $50,000 for WJAG, operated by the *Norfolk Daily News*, and $75,000 for KMMJ, operated by the M. M. Johnson Co.

The *Omaha World-Herald* still holds options on WAAW, Omaha, at a price said to be $150,000, and KGBZ, York, at a price of $48,000. Voluntary assignments are still pending before the FCC, whose Examiner Hill has recommended that KMA, Shenandoah, Ia., with which KGBZ shares day time on 930 kc., be granted full time. This resulted from a recent hearing at which each station asked for full time, which would automatically eliminate the other. Examiner Hill also recommended denial of a renewal license for KGBZ.

AL JOLSON returns to the NBC *Shell Chateau* Jan. 4 after an absence from the program since last April, Wallace Beery soon concluding his series of 12 programs.

LLOYD E. YODER — Manager of the NBC western division press relations department, San Francisco, and former Carnegie Tech All-American tackle, is still active in football on the West Coast. He is secretary and treasurer of the Northern California Football Officials Association. Here he is, officiating the St. Mary's - Oregon game at San Francisco. The camera caught him just as he signalled "a score".

Elzey Roberts Seeking St. Louis Star Station

PROMINENT among newspaper applications for new radio stations being filed at the rate of several per week, was that of the St. Louis Chronicle Publishing Co., publishers of the *St. Louis Times-Star*, seeking a new 1,000-watt station on 1250 kc. in that city. Publisher of the newspaper, which already has a license for ultra-short wave broadcasting, is Elzey Roberts, former radio chairman of the American Newspaper Publishers Association, who headed its committee during the days of its bitterest criticism of radio.

On Dec. 6, WIL, St. Louis, also filed an application for the 1250 kc. assignment, with 1,000 watts day and night, in lieu of its present local channel facilities. The station had filed for this assignment earlier this year but withdrew it.

Among other pending recent newspaper radio applications, most of which will go to hearings before FCC examiners, are those of the *St. Cloud* (Minn.) *Times*, *Waterloo* (Ia.) *Times-Tribune*, *Mason City* (Ia.) *Globe-Gazette*, *San Diego* (Cal.) *Union-Tribune*, *Bismarck* (N. D.) *Tribune*, *Athens* (Ga.) *Times* and *Ventura* (Cal.) *County Star*. In addition, the *Pittsburg* (Kan.) *Sun* and *Headlight*, operated by the Stauffer chain, has secured a favorable recommendation for a new 100-watt station in that community.

TRANSFER of control of KUOA, Fayetteville, Ark., owned by Mrs. Roberta Fulbright and her family, publishing the *Fayetteville Democrat*, to John Brown University, was authorized by the FCC Dec. 10.

Revised Rate Card Is Issued by CBS

THE NEW CBS rate card, No. 21, ordered into effect Dec. 1 and incorporating various changes in the network's rate structure, was made public on that date by Hugh K. Boice, vice president in charge of sales. The rate card lists WJR, Detroit, which joined CBS as a basic outlet last Sept. 29; WWL, New Orleans, and WMMN, Fairmont, W. Va., the latter two recently added as supplementaries.

Advertisers are advised by Mr. Boice that they may select any two of five "optional" basic cities to make up the minimum requirement of 23 basic stations, the optional stations which are all listed at the same basic rate being WADC, Akron; WBNS, Columbus; WHEC, Rochester; WSPD, Toledo, and WORC, Worcester. Another change from Rate Card No. 20 requires the use of a minimum of at least five of the nine CBS cities in the Southwestern group.

For the convenience of agencies and advertisers, Rate Card No. 21 also notes the cost of some typical hookups as used by different CBS sponsors in order to help make a quick estimate of coverage costs. After station-hour discounts have been deducted, but without the 10% annual discount, the typical hookup costs are given as follows:

Forty-six-station hookup as used by a drug advertiser — Night hour, $9,922.50; night half-hour, $6,118.87; night quarter-hour, $4,079.25. Day hour, $4,968.90; day half-hour $3,067.30; day quarter-hour $2,039.62.

Sixty-one-station hookup as used by a toilet goods manufacturer — Night hour, $11,942.75; night half-hour, $7,371; night quarter-hour, $5,050.50. Day hour, $5,984.12; day half-hour, $3,698.10; day quarter-hour, $2,525.25.

Seventy-six-station hookup as used by a good advertiser — Night hour, $13,281.35; night half-hour $8,437.50; night quarter-hour, $5,625. Day hour, $6,658.05; day half-hour, $4,237.50; day quarter-hour, $2,812.50.

Ninety-three-station hookup as used by several leading advertisers—Night hour, $15,235.25; night half-hour, $9,428.12; night quarter-hour, $6,471. Day hour, $7,723.10; day half-hour, $4,787.12; day quarter-hour $3,271.50.

Truth-in-Advertising Plan Is Revived by the AFA

IN CONNECTION with the 25th anniversary of the "truth-in-advertisement" movement, the Advertising Federation of America has called on presidents of affiliated advertising clubs to revive the vigilance committee method in cooperation with Better Business Bureaus.

Writing to presidents of these clubs, Earle Pearson, AFA general manager, sent them copies of the "Pittsburgh Plan" of advertising surveys and urged them to promote the movement locally. The AFA will observe the 25th anniversary of the movement at its 1936 convention, date for which has not yet been set.

REMINGTON-RAND Inc., Buffalo, N. Y. (typewriters), used a series of 7 one-minute spot announcements over WHN, WMCA and WINS, New York, to promote the sale of typewriters as Christmas presents. The campaign ran Dec. 8-14. Batten, Barton, Durstine & Osborn Inc., placed the account.

TO WHOM IT MAY CONCERN:

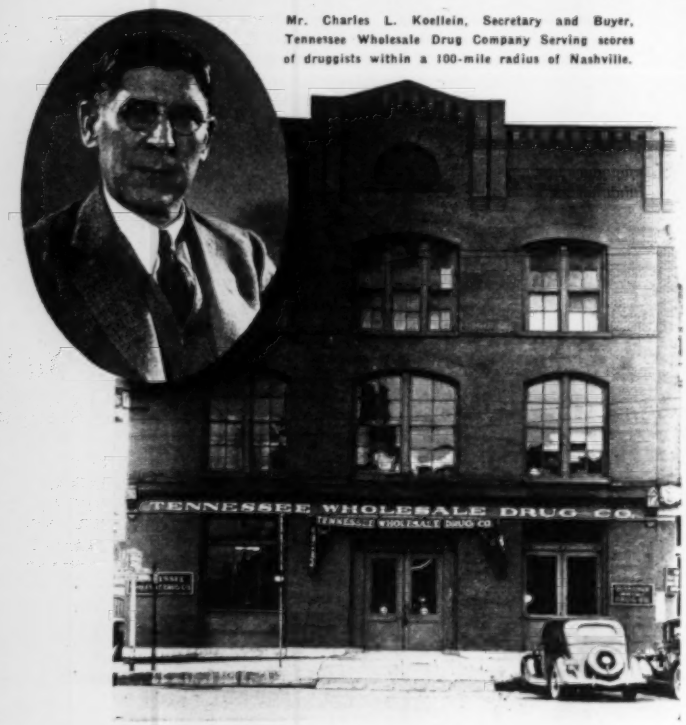
NOTICE is hereby given that we have resigned as of December 31, 1935, as members of the American Society of Composers, Authors and Publishers.

On and after January 1, 1936, no performance for profit of a musical composition owned or controlled by us may be given without proper license from us or our duly authorized agent.

Any violation of our rights will subject all parties (principals and agents) sponsoring, assisting or engaging in the unlawful performance to an action for injunction and damages under the Copyright Law of the United States.

Address all communications to:
MUSIC PUBLISHERS
HOLDING CORP.
1250 SIXTH AVENUE
NEW YORK CITY
Authorized Agent

HARMS, INC.
NEW WORLD MUSIC CORP.
REMICK MUSIC CORP.
T. B. HARMS, CO.
M. WITMARK & SONS
Music Publishers



Mr. Charles L. Koellein, Secretary and Buyer, Tennessee Wholesale Drug Company Serving scores of druggists within a 100-mile radius of Nashville.

Drug buyer applauds WSM's *sales influence*

● "The thorough way in which WSM merchandises a campaign to the retail dealers, makes it possible for us to adequately stock these dealers in advance. Most of the druggists know from actual experience that when WSM gets behind a product, sales action is going to result."

—CHARLES L. KOELLEIN

Ask your dealers and jobbers about WSM's sales influence in the South

WSM 50,000 WATTS

National Representatives, Edward Petry & Co., Inc.

Owned and Operated by

THE NATIONAL LIFE & ACCIDENT INSURANCE CO., Inc.

Nashville, Tennessee

Late-hour Program Proves Successful

General Electric Getting Good Results From 11 p. m. Series

IN THE FALL of 1932 General Electric Co. started a ball rolling. And in the manner of a small snow ball being rolled over freshly fallen snow it began to pick up other industries and professions, until now it has a selling plan that is being enthusiastically received.

What was once a small snow ball is now known as GE's Better Light Better Sight movement. A score of local electric light companies, groups of welfare organizations and some apparently unallied industries are behind the GE drive.

To bring this movement before a still greater audience, GE went on the air last October over an NBC-WEAF network, Sundays, 11-11:30 p. m., the *Melody Master*, a program which is a cross between the old *Tompkins Corners* program and the *Slumber Hour*. It was the purpose of the program to be as easy on the ears as correct lighting is on the eyes.

But why pick such a late hour for the program? Along about 11 p. m. the average working person is just beginning to let his thoughts slip away from the routine of the day and is thinking about retiring within the next hour. Sunday is usually spent reading the papers or other publications during the evening, and by the time the GE program goes on the air listeners are believed to be in the mood for soft music and with it educational material on eye strain.

Saving the Eyes

IT IS ESTIMATED that one half of the persons over 30 years of age wear glasses for one purpose or another. Those fortunate enough not to need them are apt to listen to advice on how to keep their good eyesight.

The program, as can be gathered from the above, is a family plot. Everyday problems are discussed. The things that amuse and make life a muddle are all in the plot. And it is through this plot that the personal appeal of the educational talks given on this program are broadcast. This counsel, through the warmth of the human voice, is taken as from the voice of a friend.

The eye-consciousness instilled in the public mind by GE through the medium of the radio program has sent listeners hustling out to buy more and better light bulbs as may be expected. Still more, it has sent them to doctors for eye examinations, to opticians for glasses, to paint stores for wall tones which will be more restful on the eyes, and to contractors with orders for additional electrical outlets. And the program aids power companies by increasing the use of radios at a late hour.

Welfare groups have talked themselves hoarse over these same problems which the radio program is solving. The *Melody Master* reaches more homes in the course of one evening than the most ardent welfare lecturer could reach in years. Welfare workers are heartily in favor of the program.

Naturally the Better Light Better Sight campaign has been going places and it will continue rolling up prestige and results for General Electric.

To merchandise the radio program GE is supplying, free of charge, as much publicity as the light companies can use. Window display cards, a selection of 24 newspaper spotlight ad mats, with the station call letter to be inserted by the company using the ad, streamers, and envelope stuffers are furnished all for the asking. Letters to employes, home lighting advisers, managers of lamp departments in stores, doctors, opticians, etc., are supplied by GE.

Scripps-Howard Records Disc Series Featuring Editorial Personalities

IN LINE with its campaign to promote its two-dozen newspapers by radio, Scripps-Howard Newspapers are making a test series of transcriptions featuring their editorial celebrities. The first transcription, of nine minutes, features an interview with Talburt, Pulitzer prize-winning Scripps-Howard cartoonist. The second in the series will be a discussion of the gathering of foreign news by William Phillip Simms, the newspaper chain's chief foreign editorial writer.

The plan, it is understood, is to place the transcriptions on stations in cities in which Scripps-Howard publishes newspapers. The recordings are being made United States Recording Co., Earle Bldg., Washington, D. C., under the direction of James C. Hanrahan, vice president of Continental Broadcasting Co., radio subsidiary of Scripps-Howard Newspapers.

Should the test series work out on a sustaining or exchange basis it is planned to extend the series to a tri-weekly schedule on stations in the 23 cities in which Scripps-Howard newspapers are published.

EXAMINER ADVISES DELETION OF KGBZ

DELETION of KGBZ, York, Neb., and assignment of its facilities to KMA, Shenandoah, Ia., with which it shares time, has been recommended to the FCC Broadcast Division by Examiner George H. Hill. The stations share time on the 930 kc. regional channel, each with 1,000 watts night and 2,500 watts until local sunset. In his conclusions, Examiner Hill said:

The showing with respect to the financial condition of the applicant, KGBZ Broadcasting Co., is unsatisfactory. The only assets of the applicant consist of the broadcasting equipment of Station KGBZ and a lease on the property on which the station is located. There are several suits pending against Dr. George R. Miller and the applicant KGBZ Broadcasting Co. Dr. Miller does not expect to continue in the broadcasting business and has been negotiating the sale of Station KGBZ.

Some of the programs broadcast by Station KGBZ have been meritorious but the broadcasts of sale of stock in what may be termed "fly-by-night" corporations, promoted and organized by Dr. Miller and his associates, and medical programs containing false and misleading statements, are detrimental to the public interest and contrary to public policy.

The report is subject to Broadcast Division action.

Now Available....

A New and Important High Per Capita Market!

KFBK

K
F
B
K

"The Capital Station in the Capital Market"
Affiliated with the Columbia-Don Lee Broadcasting System

Power Increased to 5000 WATTS

NEW!

- Modern studios, the last word in studio design and construction.

NEW!

- 5000-watt RCA transmitter—high fidelity throughout—the finest equipment money can buy.

NEW!

- Programs produced by a brilliant staff of artists and production men.

NEW!

- Listening audience, the highest type of radio entertainment brought to scores of cities and communities which never before have been within the primary coverage area of ANY radio station. More than 2,000,000 persons in KFBK's primary area.

KFBK SACRAMENTO CALIFORNIA

Owned and operated by the James McClatchy Company, for more than 78 years publishers of The Sacramento Bee, the 1934 Pulitzer Prize Winner. KFBK is one of the McClatchy California Radio Stations, which include KMJ, Fresno; KWG, Stockton, and KERN, Bakersfield.

REPRESENTATIVES

Joseph McGillvra
485 Madison Avenue
New York City

919 N. Michigan Avenue
Chicago, Illinois

Walter Biddick Company
568 Chamber of Commerce Bldg.
Los Angeles, Calif.

1358 Russ Building
San Francisco, Calif.

1038 Exchange Bldg.
Seattle

Season's Greetings

As the holiday season approaches, we bid farewell to the year that is past with thankfulness for the definite and encouraging progress it has brought. Such success as has fallen to our lot, we owe to the many advertisers whom we have had the privilege of serving; and we take this opportunity to express the hope that the services we have rendered them may also have contributed to their success. With the hope that the New Year may be for all of us a year of continued progress, we extend to our advertisers and their agencies, and to all who may chance to read this, our sincere wishes for a joyous holiday season.

WSB	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB, WNAC	Boston	CBS
WICC	Bridgeport, New Haven	CBS
WBEN	Buffalo	NBC
WGAR	Cleveland	NBC
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KLZ	Denver	CBS
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KFI, KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell	YN
WTMJ	Milwaukee	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW, KEX	Portland	NBC
WEAN	Providence	CBS
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO, KJR	Seattle	NBC
KHQ, KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

Also

YANKEE NETWORK
TEXAS QUALITY NETWORK
NORTHWEST TRIANGLE

Represented throughout the United States by

EDWARD PETRY & COMPANY
INCORPORATED

NEW YORK DETROIT
CHICAGO SAN FRANCISCO

SEASON'S GREETINGS

Robert T. Convey, President of KWK, on behalf of himself and his associates, wishes the clients and friends of KWK a Very Merry Christmas and Happiness for the coming New Year.

THOMAS PATRICK, INC.,

Hotel Chase *St. Louis, Mo.*

KWK

Federal Operation Of Radio Opposed By Chairman Prall

Points to Huge Tax Burden as One of the Main Objections

GOVERNMENT ownership of broadcasting "has no place in our democratic form of government", Chairman Prall of the FCC declared Dec. 5 in a luncheon address before the Downtown Athletic Club, New York, of which he is an officer. Many notables in radio were present.

"Proposals have been advanced for government ownership or operation of broadcasting in the United States," Mr. Prall stated. "These propositions have grown out of the fact that in most other important nations, radio is government controlled. It is my view that government-owned broadcasting has no place in our democratic form of government.

"To give any administration control of the air would possibly point the way to the suppression of free speech. In every other nation having government broadcasting, it has been found necessary to tax the people to defray the operating overhead. The enormous operating expense of American broadcasting on its present scale would greatly add to the general tax burden."

Federal Cooperation

DISCUSSING the work of the FCC in connection with certain types of programs, Mr. Prall asserted that the fine degree of cooperation of most stations has resulted in widespread improvement.

"Many unscrupulous broadcasters," Mr. Prall asserted, "have permitted their stations to be used by high-powered salesmen to present fraudulent claims while advertising quack medicines, while others have indulged in fortune-telling, astrology, and lotteries, which have found many gullible victims because of misrepresentations made and over-statements presented in the broadcast.

"In these efforts the Commission, I am happy to say, has had the unqualified support and cooperation of the better class of stations throughout the country, and we believe we will soon have arrived at a point where such misrepresentations will be the exception rather than the rule and that the standards of broadcasting will have reached a degree of excellence to which we may point with pride."

Taking a "glimpse into the future of radio," Mr. Prall said:

Apparatus for facsimile broadcasting has been perfected, although I understand there is still an economic obstacle which must be surmounted prior to large-scale distribution. When practical facsimile arrives, photographic reproductions of your favorite daily newspaper will emerge before your very eyes through your receiving set. Television, I understand, will follow very closely, and while great technical strides have been made, the producers of television sets are not yet ready to place them at your disposal. However, it will not be long, I am sure, before these new devices will be placed in your homes.

When the era of visual broadcasting arrives and you get the news by reproduction of your daily newspaper, as you watch the football or baseball game, your favorite opera, and other activities, I trust you will think back to the fifth day of December, 1935, with fond recollections and pleasant memories of the Downtown Athletic Club's Radio Luncheon.

Numbered among the 600 in attendance were David Sarnoff, RCA president; William S. Paley, CBS president; Alfred J. McCosker, WOR president and MBS chairman of the board; Donald Flamm, WMCA president; Walter Gifford, A. T. & T. president and R. B. White, Western Union president. Mr. Prall's address was broadcast. Entertainment lasting two hours was arranged by NBC, CBS, MBS, WOR and WMCA. H. V. Kaltenborn, CBS news commentator, also spoke and urged caution against anything that might smack of radio censorship.

GUESTS AT RADIO LUNCHEON—Prominent radio and communications figures attended the luncheon given Anning S. Prall, FCC chairman, on Dec. 5 at the Downtown Athletic Club, New York. Left to right are J. L. Kilpatrick, president of N. Y. Telephone Co.; Walter S. Gifford, president of AT&T; Mr. Prall; Walter L. Conwell, president of club; Roy B. White, president of Western Union; Walter P. Holcombe, vice president of club; Donald Flamm, president of WMCA, among other distinguished guests.

WHY FEDERAL STIPULATIONS

Both Stations and Public Protected by Procedure Adopted by FTC in Checking Advertising

By E. J. ADAMS

Chairman, Special Board of Investigation, Federal Trade Commission

WE ARE frequently asked why we stipulate with radio stations. The answer is that we are following the same procedure with reference to radio stations that we have satisfactorily followed with publishers and advertising agents for many years.

By an Act of Congress in 1914, the Federal Trade Commission was created, and unfair methods of competition in interstate commerce declared to be unlawful. By Section 5 of this Act the Commission is empowered and directed to prevent such unfair methods. The courts have uniformly held that misleading advertising is one of such unfair methods.

Stipulations submitted by advertising agents, publishers and radio stations, if accepted by the Commission, must disclaim any interest in the business of the advertiser, or the subject matter, except such interest as an advertising agent, publisher, or broadcaster, serving or selling space or time at regular rates, may have.

Abiding by Terms

THIS disclaimer is then followed by an agreement to observe and abide by the terms and provisions of any cease and desist order that may be issued by the FTC against the advertiser, or any stipulation between the advertiser and the Commission, of which the broadcaster or publisher may have notice.

Broadcast stations and networks, and publications, are used by advertisers to reach the buying public. Neither radio stations nor periodicals are common carriers and, therefore, those who control such periodicals or stations have the right to reject any copy that is not approved by them. The effect of negotiating stipulations with publishers and broadcasters is:

1. To effectively bring to the attention of the publisher or broadcaster the fact that the advertising copy of those certain advertisers is questioned and being investigated by the Government;
2. This stimulates the publisher or broadcaster to watch closely and scrutinize with great care all advertising copy presented by such advertisers;
3. It also has the tendency to induce publishers and broadcasters to refuse to publish or broadcast any copy that contains statements, claims, or representations that may mislead or deceive their readers or listeners;
4. To make such publishers and broadcasters realize and feel that they are cooperating with their Government to prevent false and misleading advertising, and are thereby doing their part to protect the public from being deceived and cheated by misrepresentations;
5. To restore the confidence of the public in advertising, and thereby increase the value of advertising facilities as a means of reaching the buying public.

Execution of stipulations is a practical and effective way of cooperating with the Commission. This method also provides a multitude of outposts, assisting the Commission to stop and prevent false advertising at its inception, and before the public is deceived or cheated.

Every publisher or broadcaster who signs a stipulation thus becomes a sentinel, watching for misleading advertising, and ready to prevent its publication before the public is injured.

Cooperation Received

THE PROMPT execution and delivery of stipulations by publishers and broadcasters is accepted by the Commission as an expression of good faith and a desire to cooperate with the Commission. Advertisers cannot deceive and cheat the public unless they can secure contact with the buying public. The cheapest and most effective way is advertising. If misrepresentation is stopped before publication or broadcast, the Commission's method of prevention is effective.

Failure or refusal on the part of publishers or broadcasters to promptly sign and send in stipulations must be accepted as an indication that they are not in sympathy with the efforts of the Commission, or that they are willing to sacrifice the welfare and confidence of their readers or listeners for the revenue received for space in their periodicals, or time over their radio stations, or that they have an irregular interest in the proceeds resulting from such false and misleading advertising.

The Commission has found that practically all reputable publishers and broadcast stations are in accord with its efforts, and they are giving fine cooperation. The best evidence of this cooperation and the good faith of publishers and broadcasters may be found in the large number of stipulations from publishers, broadcasters and advertising agents in the files of the FTC. Without such cooperation, the work of the Commission would be more difficult, more costly, and less effective, and it is appreciated.

On the other hand, the privilege of stipulation is a distinct advantage to broadcasters and publishers. It enables them to avoid the trouble, expense and unenviable publicity which would be involved if they were made parties respondent in proceedings against the advertiser charged with violation of the law. At the same time the procedure serves to fully protect the public interest.

Clicquot Returns to Air After 30-Month Absence

CLICQUOT CLUB Co., Millis, Mass. (ginger ale), after a 30-month lapse, returns to the air on 17 CBS stations Dec. 21, using the Saturday 8-8:30 p. m. period. It was exactly ten years ago that the company first used radio to advertise the product. The first show consisted of Harry Reser and his orchestra and was titled *The Clicquot Club Eskimos*. The series ran for seven-and-a-half years.

In the new series the sponsor will present the same talent set-up. A special split network is being utilized. Stations are concentrated along the Eastern Seaboard (including Washington) and in the upper New York and New England states. The program is contracted for six months. N. W. Ayer & Son Inc., New York, is the agency.

A BIG increase in travel in the national parks is attributed by the U. S. National Parks Service to its radio broadcasts over the networks.

Talk about your
DIVIDENDS!

60 *extra selections during December.*

50% *more weekly continuity (increased from 6 to 9 hours a week).*

40% *increase in regular monthly selections (increased from 20 to 28).*

New *"big name" talent.*

look at these recent EXTRAS for STANDARD subscribers!

★

Other Standard Features include Kay Kyser's Orchestra, the King's Men, the sensational Sons of the Pioneers — and the new "Last Nighter" series described on the opposite page.

SUBSCRIBERS to the STANDARD Library found ample reason to congratulate themselves recently. Their investment in this great service is paying dividends! More selections, bigger and better talent, more hours of continuity — and in December alone, 60 EXTRA selections furnished to every Standard subscriber!

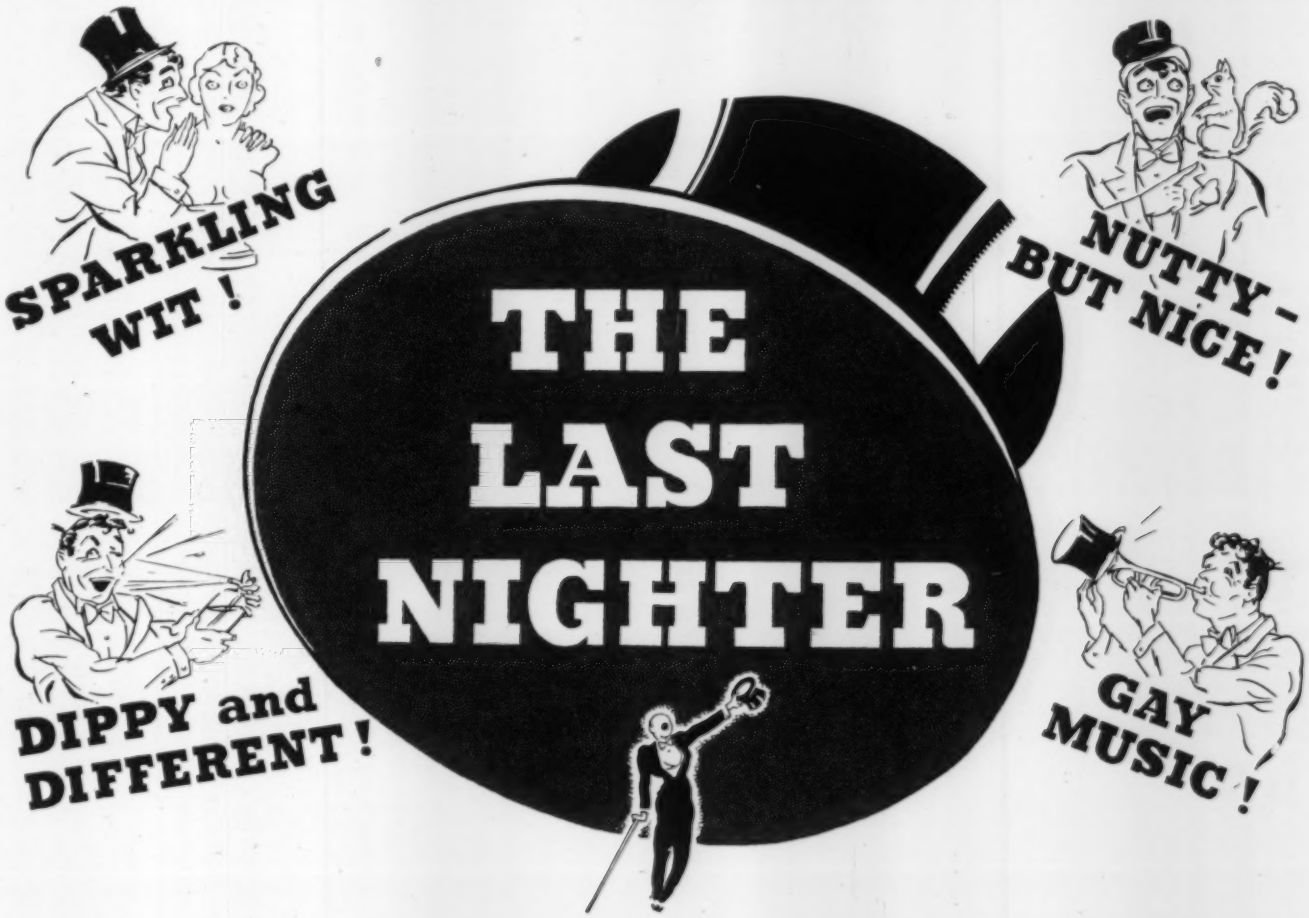
That's growth! That's progress! That's why Standard subscribers swear by Standard — and that's why more and more stations, recognizing the quality of Standard recording, and salability of Standard talent, are coming into the Standard fold.

"Stand-out" talent, flawless RCA recording on Victrolac pressings — at an amazingly low cost per program — that's the story of the great Standard Library in a few words. If it interests you, write today — and ask us to show you how this famous library can help you, as it has helped over 80 of the country's leading stations — to sell TIME!

STANDARD RADIO, INC.

6404 HOLLYWOOD BOULEVARD, HOLLYWOOD, CALIF. ● 180 NORTH MICHIGAN AVENUE, CHICAGO, ILL.

The NEW TRANSCRIPTION SENSATION!



—a STANDARD TRIUMPH!

Featuring

JOE TWERP

and

JIMMY GRIER'S ORCHESTRA

★

Here are programs that have everything! Fresh wise-cracks that stay fresh! Screamingly funny dialect — grand music — swell harmony! You'll like them — your toughest prospects will be "sold" on them — and your listeners will clamor for more!

★

Joe Twerp — the funniest comedian brought to radio in recent years! Jimmy Grier — leading his great band in the smoothest of modern melodies! Standard proudly presents this sure-fire combination in a series of thirty-nine 15-minute programs which, we predict, will be grabbed up on first hearing by beer and beverage accounts, automotive and gas and oil dealers, and others looking for something really unusual! The "Last Nighter" is destined to go fast — mail the coupon below for your sample program today!

MAIL COUPON FOR SAMPLE!

Standard Radio, Inc.
6404 Hollywood Blvd.
Hollywood, Calif.

Gentlemen:

Please send me sample program of the "Last Nighter" series for which we will pay charge of $2.50 C. O. D., to be credited upon purchase or refunded if records are returned within 30 days.

STATION .....

STANDARD RADIO, INC.

6404 HOLLYWOOD BOULEVARD, HOLLYWOOD, CALIF. ● 180 NORTH MICHIGAN AVENUE, CHICAGO, ILL.

U. S. Radio Stations Subscribing
TO MAJOR PRESS ASSOCIATION NEWS SERVICES

UP—United Press **TP—Transradio Press Service** **INS—International News Service** **RNA—Radio News Association**

(Compiled from reports from stations, practically all of which indicate availability of news for sponsorship)

NEARLY 300 of the 640-odd broadcasting stations in the United States are now purchasing news services for sponsorship purposes, according to a preliminary survey conducted by BROADCASTING. Thus a year and a half after the major press associations entered into the field of selling news to radio stations for sponsorship, the news situation apparently has settled down to a definitely accepted part of the service of American stations in spite of all the clamor against the broadcasting of news once raised by certain newspaper interests.

Transradio Press, on the basis of reports from the stations, is serving the largest clientele, namely, 153 stations. International News Service, Hearst subsidiary, is serving 80, which includes the 12 served through the Yankee Network with which INS has its contract. United Press is serving 64. Radio News Association, an affiliate of Transradio, is reported by 20 stations which get what is practically the Transradio report delivered via short waves. No attempt has been made to tabulate local news services offered for sponsorship, mostly by arrangements with local newspapers.

Because some stations obviously did not differentiate carefully between Transradio and RNA, it is more accurate to regard the Transradio-RNA total as a unit of 173, which does not include the territorial, Canadian and foreign stations also served by Transradio and its associate RNA nor the several newspapers now buying Transradio.

The tabulation herewith, which can be dated as of Oct. 15 and which necessarily would include some additions and subtractions if an up-to-the-minute check were available, reveals a surprisingly large number of stations subscribing to two services. Significant also is the fact that many newspaper owned stations are subscribers not only to one of the two newspaper press associations, INS and UP, but to either UP or INS in combination with Transradio or RNA.

This tabulation is based practically entirely upon reports from the stations. A tabulation, dated as of Jan. 1, will be finally checked with the various news services for inclusion in the 1936 Year Book edition of BROADCASTING.

ALABAMA

City	Station	Service
Decatur	WMFD	TP
Dothan	WAGF	TP
Gadsden	WJBY	TP
Montgomery	WSFA	TP
Selma	WHBB	TP
Sheffield	WNRA	TP

ARIZONA

City	Station	Service
Prescott	KPJM	TP

ARKANSAS

City	Station	Service
El Dorado	KELD	TP
Little Rock	KARK	TP

CALIFORNIA

City	Station	Service
Bakersfield	KERN	INS
Bakersfield	W6XAI	TP
Beverly Hills	KMPC	INS
Chico	KHSL	TP & INS
Eureka	KIEM	UP
Fresno	KMJ	UP
Long Beach	KFOX	INS
Los Angeles	KECA	UP
Los Angeles	KFI	UP
Los Angeles	KGFJ	INS
Los Angeles	KHJ	INS
Los Angeles	KNX	TP & UP
Los Angeles	KMTR	INS
Oakland	KROW	TP
Sacramento	KFKB	UP
San Bernardino	KFXM	TP
San Diego	KGB	INS
San Francisco	KFRC	INS
San Francisco	KGGC	RNA
San Francisco	KJBS	UP
San Francisco	KSFO	RNA
San Francisco	KYA	INS
San Jose	KQW	UP & INS
Santa Barbara	KDB	INS
Stockton	KGDM	UP
Stockton	KWG	INS

COLORADO

City	Station	Service
Alamo	KGIW	TP
Colorado Springs	KVOR	TP
Denver	KFEL-KVOD	TP
Denver	KLZ	INS
Durango	KIUP	TP
Greeley	KFKA	INS
Grand Junction	KFXJ	TP
Pueblo	KGHF	TP

CONNECTICUT

City	Station	Service
Bridgeport	WICC	*INS
Hartford	WTIC	TP
Hartford	WDRC	*INS

DISTRICT OF COLUMBIA

City	Station	Service
Washington	WJSV	UP
Washington	WMAL	UP
Washington	WOL	TP

FLORIDA

City	Station	Service
Clearwater-St. Petersburg	WFLA	TP
Daytona Beach	WMFJ	RNA
Jacksonville	WMBR	TP
Miami	WQAM	TP
Orlando	WDBO	TP
Tampa	WDAE	TP
Tallahassee	WTAL	TP

GEORGIA

City	Station	Service
Albany	WGPC	TP
Atlanta	WATL	TP
Atlanta	WGST	INS
Augusta	WRDW	TP
Columbus	WRBL	TP
Griffin	WKEU	TP
Macon	WMAZ	TP
Savannah	WTOC	TP
Thomasville	WPAX	TP

IDAHO

City	Station	Service
Pocatello	KSEI	TP
Boise	KIDO	TP
Lewiston	KRLC	TP & RNA
Twin Falls	KTFI	TP

**Through Yankee Network.*

ILLINOIS

City	Station	Service
Chicago	WBBM	INS
Chicago	WCFL	TP
Chicago	WLS	TP
Chicago	WJJD	INS
Decatur	WJBL	INS
Quincy	WTAD	INS
Springfield	WTAX	INS

INDIANA

City	Station	Service
Anderson	WHBU	INS
Decatur	WJBL	INS
Gary	WIND	INS
Indianapolis	WFBM	INS
Indianapolis	WIRE	TP
Muncie	WLBC	INS
Terre Haute	WBOW	INS

IOWA

City	Station	Service
Cedar Rapids-Waterloo	WMT	TP
Des Moines	KRNT	UP & INS
Des Moines	KSO	UP & INS
Des Moines	WHO	UP
Marshalltown	KFJB	INS
Shenandoah	KFNF	INS
Shenandoah	KMA	UP

KANSAS

City	Station	Service
Garden City	KIUL	TP & RNA
Hutchinson	KWBG	TP
Lawrence	WREN	INS
Topeka	WIBW	INS

KENTUCKY

City	Station	Service
Lexington	WLAP	UP
Louisville	WAVE	TP
Paducah	WPAD	RNA

LOUISIANA

City	Station	Service
Alexandria	KALB	TP
New Orleans	WDSU	TP
Shreveport	KRMD	TP
Shreveport	KTBS	UP
Shreveport	KWKH	UP

MAINE

City	Station	Service
Augusta	WRDO	*INS
Bangor	WLBZ	*INS

MARYLAND

City	Station	Service
Baltimore	WBAL	UP & INS
Baltimore	WFBR	TP
Frederick	WFMD	TP

MASSACHUSETTS

City	Station	Service
Boston	WAAB	*INS
Boston	WNAC	*INS
Boston	WBZ	UP
Boston	WEEI	UP
Boston	WHDH	TP
Fall River	WSAR	TP
Lowell	WLLH	*INS
New Bedford	WNBH	UP
Springfield	WBZA	UP
Springfield	WMAS	*INS
Waterbury	WATR	*INS
Worcester	WORC	*INS

MICHIGAN

City	Station	Service
Detroit	WJBK	RNA
Detroit	WJR	INS
Detroit	WMBC	TP
Detroit	WXYZ	UP
Detroit	CKLW	UP
Flint	WFDF	TP
Ironwood	WJMS	TP & RNA
Kalamazoo	WKZO	TP
Muskegon	WKBZ	TP

MINNESOTA

City	Station	Service
Duluth-Superior	WEBC	TP
Hibbing	WMFG	TP
Minneapolis-St. Paul	KSTP	TP & UP
Minneapolis-St. Paul	WCCO	UP
Minneapolis-St. Paul	WDGY	INS
Minneapolis-St. Paul	WTCN	INS
Rochester	KROC	UP & RNA

MISSISSIPPI

City	Station	Service
Jackson	WJDX	TP

MISSOURI

City	Station	Service
Cape Girardeau	KFVS	TP
Joplin	WMBH	RNA
Kansas City	KMBC	TP
Kansas City	WHB	UP
St. Joseph	KFEQ	TP
St. Louis	KMOX	UP
St. Louis	KWK	UP
St. Louis	WIL	INS
St. Louis	WTMV	INS

MONTANA

City	Station	Service
Billings	KGHL	TP
Butte	KGIR	TP
Great Falls	KFBB	TP
Kalispell	KGEZ	TP
Missoula	KGVO	TP

NEBRASKA

City	Station	Service
Clay Center	KMMJ	TP
Lincoln	KFAB	TP
Lincoln	KFOR	TP
Omaha	WOW	INS
Scottsbluff	KGKY	TP

NEW HAMPSHIRE

City	Station	Service
Manchester	WFEA	*INS

NEW JERSEY

City	Station	Service
Newark	WOR	TP

NEW MEXICO

City	Station	Service
Clovis	KICA	RNA

NEW YORK

City	Station	Service
Albany	WABY	INS
Buffalo	WBNY	TP
Buffalo	WGR	UP
Buffalo	WKBW	UP
New York City	WOR	TP
New York City	WEAF	UP
New York City	WJZ	UP
New York City	WFAB	TP
New York City	WINS	INS
Rochester	WHAM	UP
Rochester	WHEC	INS
Schenectady	WGY	UP
Syracuse	WFBL	INS
Syracuse	WSYR	
Utica	WIBX	TP

NORTH CAROLINA

City	Station	Service
Asheville	WWNC	UP
Charlotte	WBT	UP
Charlotte	WTOC	TP
Durham	WDNC	TP
Gastonia	WGNC	TP
Greensboro	WBIG	TP
High Point	WMFR	TP
Raleigh	WPTF	TP & UP
Rocky Mount	WEED	TP

NORTH DAKOTA

City	Station	Service
Fargo	WDAY	TP
Grand Forks	KFJM	INS
Minot	KLPM	RNA

OHIO

City	Station	Service
Akron	WJW	UP
Canton	WHBC	TP
Cincinnati	WCKY	INS
Cincinnati	WKRC	UP
Cincinnati	WLW	TP & INS
Cincinnati	WSAI	TP & INS
Cleveland	WJAR	INS
Cleveland	WHK	TP
Cleveland	WJAY	UP
Columbus	WBNS	TP
Portsmouth	WPAY	TP
Toledo	WSPD	UP
Youngstown	WKBN	TP

OKLAHOMA

City	Station	Service
Ada	KADA	TP
Elk City	KASA	TP & RNA
Tulsa	KTUL	UP
Tulsa	KVOO	TP & INS

OREGON

City	Station	Service
Eugene	KORE	TP
Klamath Falls	KFJI	TP
Marshfield	KOOS	TP
Medford	KMED	TP
Portland	KEX	INS
Portland	KGW	INS
Portland	KALE	INS
Portland	KOIN	INS
Salem	KSLM	TP

PENNSYLVANIA

City	Station	Service
Harrisburg	WHP	TP
Philadelphia	KYW	UP
Philadelphia	WCAU	UP
Philadelphia	WFIL	INS
Philadelphia	WIP	TP
Pittsburgh	KDKA	UP
Pittsburgh	WJAS	TP
Reading	WEEU	TP
Reading	WRAW	TP
Scranton	WGBI	TP
Wilkes-Barre	WBRE	TP

RHODE ISLAND

City	Station	Service
Providence	WEAN	*INS
Providence	WJAR	TP
Providence	WPRO	UP

SOUTH CAROLINA

City	Station	Service
Anderson	WAIM	TP
Charleston	WCSC	TP
Columbia	WIS	TP
Spartanburg	WSPA	TP

SOUTH DAKOTA

City	Station	Service
Sioux Falls	KSOO	RNA
Yankton	WNAX	INS

TENNESSEE

City	Station	Service
Bristol	WOPI	RNA
Chattanooga	WDOD	TP
Knoxville	WNOX	UP
Memphis	WNBR	TP
Memphis	WREC	UP
Nashville	WLAC	TP

TEXAS

City	Station	Service
Amarillo	KGNC	UP
Brady	KNEL	UP
Corpus Christi	KGFI	TP
Dallas	KRLD	INS
Fort Worth	KFJZ	RNA
Fort Worth	KTAT	UP
Longview	KFRO	TP
Lubbock	KFYO	TP
Midland	KRLH	TP
Pecos	KIUN	TP
Port Arthur	KPAC	TP
San Antonio	WOAI	TP
Tyler	KGKB	TP

UTAH

City	Station	Service
Salt Lake City	KDYL	TP
Salt Lake City	KSL	INS

VERMONT

City	Station	Service
St. Albans	WQDM	TP
Springfield	WNBX	TP
Waterbury	WDEV	TP

VIRGINIA

City	Station	Service
Charlottesville	WCHV	TP
Danville	WBTM	TP
Harrisonburg	WSVA	TP
Lynchburg	WLVA	TP
Newport News	WGH	TP
Norfolk	WTAR	UP
Richmond	WRVA	TP & UP
Roanoke	WDBJ	TP

WASHINGTON

City	Station	Service
Aberdeen	KXRO	TP
Bellingham	KVOS	TP
Seattle	KIRO	INS
Seattle	KJR	UP & INS
Seattle	KOL	TP
Seattle	KRSC	RNA
Spokane	KFPY	TP
Spokane	KGA	TP
Spokane	KHQ	TP
Tacoma	KMO	TP
Walla Walla	KUJ	TP
Wenatchee	KPQ	TP
Yakima	KIT	TP

WEST VIRGINIA

City	Station	Service
Charleston	WCHS	TP
Parkersburg	WPAR	RNA
Wheeling	WWVA	UP

WISCONSIN

City	Station	Service
Green Bay	WHBY	TP
Janesville	WCLO	TP
La Crosse	WKBH	TP
Madison	WIBA	UP
Milwaukee	WISN	INS

WYOMING

City	Station	Service
Casper	KDFN	TP & RNA
Sheridan	KWYO	TP

Safe Driving Book Of General Motors Sought by Millions

Radio Series Brings Amazing Response From Listeners

ON THE General Motors Symphony Concerts, broadcast over an NBC network during the winter and spring of 1934-35, the sponsor, General Motors Corp. began to introduce a series of short informal talks on safe driving. These talks were given during the five-minute intermission in the hour program.

The interest shown by the radio listeners was such as to prompt the adaption and publication of these talks in booklet form. *We Drivers* was the title selected for the 36-page booklet.

In May, 1935, the first edition of 150,000 came off the press and it met with such enthusiastic approval that a second printing of 1,000,000 copies was ordered for July. A third printing in September called for 500,000 copies with another order to follow early this month for another 1,000,000 was placed in the hands of the printer.

Voluntary Requests

GENERAL MOTORS has not resorted to forceful promotion to get the booklets into the hands of automobile drivers. All distribution to date has been the result of voluntary requests originating from the Sunday night *General Motors Symphony Concerts* or from some collateral activity stemming from the radio program. Needless to say the sponsor has continued this feature throughout the present series of symphony concerts broadcast over 63 NBC-WEAF stations Sunday night. The talks are similar to those in the *We Drivers* booklet. Some of the topics are from suggestions sent in by radio listeners.

There was one time that the booklet was mentioned in printed advertisements, last October when the 24th Annual Safety Congress was in session in Louisville. The sponsor used three full-page insertions in Louisville newspapers. The advertisements were an expression of General Motor's interest in safety and the illustrations from the *We Drivers* booklet were more or less incidental.

The requests pour in from individuals, chambers of commerce, safety councils, motor vehicle bureaus, state governments, fleet owners, insurance companies, police departments and dozens of other organizations. The State of Michigan has sent in an initial request for 200,000 copies to be distributed with 1936 license plates and it is understood that the state is considering extending this request to more than 1,000,000 so that a book may be mailed to every motorist whose car is registered in Michigan.

General Motors has from time to time published various educational booklets but *We Drivers* is by far the most popular that the corporation has ever produced. Entertainingly written and illustrated the booklet covers such topics as curves and turns, night driving, mist and fog, our brakes, city traffic, slippery weather, etc. Campbell-Ewald Co. of New York has the account.

40% LESS for the FINEST RECORDINGS

Off-the-air and Electrical Transcriptions

NATURALLY you don't balk at high costs in themselves—if you get the results. But when the best is to be had without the usual price premium—then it's time to investigate.

Ask any radio station about our regular 16", 15 minute recordings. Or ask any other recording organization about them. (The latter may not have much to say).

Also the only recordings that give you a full fifteen minute program on one side of a 12" record.

And the only recordings that give you a full *uninterrupted* 30 minute program on each side of a 16" record. Stop to think what that means in *uninterrupted* selling of a program to a prospective sponsor. To insure no breaks over the air. To sell a new client when he is in the mood that a break might break!

Stop to think of the finest reproduction quality, that any good program deserves. And—finally—stop to think of 40% less costs. (Incidentally—lower mailing, packing and storage costs). But then, you don't have to stop to think about those.

The proof is in the hearing—either in your offices or ours. Write or 'phone.

RADIO and FILM METHODS Corp.

101 Park Avenue, New York **CA ledonia 5-7530**

★

NATIONAL PRESS BUILDING • WASHINGTON, D. C.

WOW's New Plant

WOW, OMAHA, dedicated its new 5,000-watt transmitter and new studios on Dec. 8 launching "radio week" in the Missouri Valley, which concluded Dec. 14. Virtually all stations in the area saluted WOW during the period, presenting programs from studios of WOW. Equipment of WOW is new throughout, including custom-made furnishings.

NBC Program Coordinators

TO ACT as program coordinators for clients, agencies and the NBC sales staff, NBC on Dec. 3 announced the appointment of Stuart Hawkins and Norman Morrell to its commercial program department. Hawkins, a 1923 graduate of Annapolis and former director of publicity of the old WJZ from 1923 to 1925, until 1929 was radio critic for the *New York Herald-Tribune* after which he joined the radio department of N. W. Ayer & Son, serving both in New York and Chicago. Recently he has been writing books, having published one titled *No Man Is Single*. Morrell operated his own news and sports syndicate in New Jersey until 1928 when he joined the radio department of Lord & Thomas.

FIRESIDE CHATS
Of WOR Provide Listeners With Inside View of Radio

Mr. Seebach

A SERIES of *Fireside Chats* with the public has been started by WOR, Newark, Mondays, 10-10:15 p. m., with Jules F. Seebach Jr., director of program operations, as commentator. The series was ordered when listeners showed unusual enthusiasm in a discussion Dec. 2 of radio whys and wherefores.

In his discussions Mr. Seebach gives behind-the-scenes pictures of radio. He covers programming, timing, scheduling, changes and revisions in schedules, and explains why some public demands cannot be met. He explained the station's policy in balancing its programs from light to serious music, from sports to philosophy, from folk music to news comment.

FCC Funds Considered

A HEARING on FCC appropriations for the fiscal year 1937, which begins next June 30, was held Dec. 6 before the Independent Offices Subcommittee of the House Appropriations Committee. Appearing for the FCC were Chairman Prall, Secretary Herbert L. Pettey, and Assistant Secretary John B. Reynolds. The hearings were closed.

Gain of One-Third By Southland Life Due to Broadcasts
Insurance Firm Finds Radio Remarkable Business Getter

SOUTHLAND LIFE INSURANCE Co., Dallas, finds business 35%over last year, using radio exclusively, and has renewed its contract with Southwest Broadcasting System for another 52 weeks of its one-hour program.

Clarence E. Linz, first vice president of Southland Life, in signing the renewal, gave radio entire credit for the big increase in the company's business. In the first nine months of 1935, according to Mr. Linz, Southland Life's volume was boosted 18% by use of radio. September showed an increase of 23% over the same month of last year; October presented a 38% increase; November surprised with a 44% jump over the corresponding month last year, even after allowing deductions for business which may not have been influenced by radio.

Details of the company's improvement in business were described on the Southland Life hour Dec. 2.

Network Expanded

THE PROGRAM is the only full-hour show originating in the Southwest, according to SBS, and it is understood to have the largest talent pay-roll. Recently added to the broadcast is a comedy feature "Tony the Barber", topical dialect sketch. Other features include Nelle Lowrey, dramatic soprano; Jane Harding, torch singer; George Pettit, tenor, and guest stars. Hyman Charninsky conducts the 16-piece orchestra and Mr. Linz acts as master of ceremonies.

With the renewal of the contract, KOMA, Oklahoma City outlet of SBS, was added to the network. The company places its advertising direct.

Spratts on NBC-WJZ

SPRATT'S PATENT Ltd., Newark, (dog food) will return to the NBZ-WJZ network on Saturday, January 4, 1936, 5:30-5:45 p. m. with Albert Payson Terhune and his dog stories. The contract calls for 13 stations, 13 weeks, with a weekly program. Paris & Peart Inc., New York, handles the account.

BOUND

To Give Greater Value

A NEW BINDER has been produced, and we have contracted for a supply, which we believe answers your filing and library needs. It is neat and convenient. It is bound like a book—looks like a book in every respect except that you can snap each current issue for a year into the cover and remove it at will. The narrow binding wire does not cut or mutilate the copies in any way.

The binder is pictured above. It holds 24 copies (one year's issues). It is your perfect reference book of the year's business of broadcasting.

PRICE

$3.00

POSTPAID

(Your name in gold 25c extra)

BROADCASTING
Broadcast Advertising

National Press Bldg.
Washington, D. C.

OIL

is Texas' ranking industry and fifty per cent of the State's production is within a 25 mile radius of

LONGVIEW

Financial Center of East Texas Oil Field

$500,000.00

of crude oil is produced daily for the benefit of thousands of lease and royalty owners.

You can reach this rich market with

KFRO

"Voice of Longview"
Longview, Texas

KSD

MAKES IT EASY FOR MISS ST. LOUIS TO DETERMINE WHICH BRANDS TO BUY

Station KSD---St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.

Free & Sleininger, Inc., National Advertising Representatives
New York Chicago Detroit San Francisco Los Angeles

Cheerio!

from

W. C. (Bill) Gillespie

and all the other 43

at

KTUL

Tulsa, Okla.

TRUSCON VERTICAL RADIATORS

Correctly designed and soundly engineered

Self supporting at any height

Increased primary service area with no increase in power input

Assists in eliminating night fading

Makes better reception possible for your listeners-in

Affords greater commercial opportunities for you

Truscon offers its fullest cooperation to station operators, radio consultants and engineers in working out the most efficient and economical design to meet each individual condition.

INSTALLATIONS
COMMERCIAL STATIONS

KBTM	Jonesboro, Ark.	189 ft.
KFBK	Sacramento, Calif.	334 ft.
KGHL	Billings, Mont.	558 ft.
KOMO	Seattle, Wash.	570 ft.
KTRH	Houston, Texas	375 ft.
WADC	Akron, Ohio	350 ft.
WBNX	Cliffside, N. J.	190 ft.
WCOP	Boston, Mass.	227 ft.
WDGY	Minneapolis, Minn.	184 ft.
WDOD	Chattanooga, Tenn.	320 ft.
WDRC	Hartford, Conn.	308 ft.
WELI	New Haven, Conn.	281 ft.
WEMP	Milwaukee, Wisc.	338 ft.
WFBC	Greenville, S. C.	375 ft.
WGAR	Cleveland, Ohio	374 ft.
WHBY	Green Bay, Wisc. (4)	196 ft. ea.
WIBA	Madison, Wisc.	430 ft.
WIS	Columbia, S. C.	352 ft.
WJAX	Jacksonville, Fla.	281 ft.
WJJD	Mooseheart, Ill.	281 ft.
WLW	Cincinnati, Ohio (2)	322 ft. ea.
WMTE	New Britain, Conn.	185 ft.
WOKO	Albany, N. Y.	180 ft.
WREC	Memphis, Tenn. (2)	410 ft. ea.
WSVA	Harrisonburg, Va.	182 ft.
WTMV	East St. Louis, Ill.	154 ft.

STATE POLICE STATIONS

Framingham, Mass.	220 ft.
Springfield, Illinois	338 ft.
Chicago, Illinois	338 ft.
Atlantic, Iowa	227 ft.
Fairfield, Iowa	227 ft.

TRUSCON STEEL COMPANY - - YOUNGSTOWN, OHIO

EYE TEST

HOLD THIS PARAGRAPH OFF AT ARM'S LENGTH. NOTE THE CONFUSING VIBRATIONS THAT MAKE IT HARD TO READ. DOESN'T YOUR EYE INSTINCTIVELY TURN AWAY FROM IT TOWARD TYPE THAT IS CLEARER, MORE ENJOYABLE? COMPARE THIS WITH THE PARAGRAPH BELOW.

◆

CAN'T YOU READ THIS EASIER THAN THE PARAGRAPH ABOVE? IT IS CLEAN AND CLEAR AND HAS NO EXTRANEOUS VIBRATIONS. THE SAME IS TRUE OF WORLD RECORDINGS. THEY ALSO ARE CLEARER AND FREE OF CONFUSING VIBRATIONS. RADIO PAYS WHEN YOU BUY THE BEST. MAKES ALL THE DIFFERENCE IN THE WORLD.

WORLD BROADCASTING SY

Other offices and recording studios at: 400 West Madison St. Chicago, Illinois; 555 South Flower St., Los Angeles, Cf. Of
SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF WORLDROADC

EAR TEST

National magazine advertising calls for the best eye appeal—it demands the best in artwork, copy and printing. Any advertising represents too great an investment to put it at the mercy of poor production. A publication advertiser who buys poor photographs or cheap engravings starts with a heavy handicap in the race for results.

Radio advertising calls for the best ear appeal. The economy of the best production job applies with equal force. With thousands of dollars in time costs at stake, why take a chance on second-rate transcriptions? It isn't worth the small saving to stint on the quality of your recorded program, because the audience won't listen to a poor transcription of even the finest artists!

There is no finer recording available than that afforded by World's vertical process. Many radio and advertising men consider World Broadcasting System the leader in the field of electrical transcriptions.

WORLD keeps step with
RADIO PROGRESS in 1936

The new offices of World Broadcasting System at 711 Fifth Avenue, in the heart of New York's radio and advertising districts, represent only the latest step in a six-year march of progress. The completion of the new recording studios marks a new era for electrical transcriptions. From every standpoint, they are the finest that the science of sound reproduction has yet been able to devise.

For World is more than just a transcription company. It is a unified organization designed to supply a much needed service to radio. World is a broadcasting *system*, in every sense of the word. No matter what the requirements may be, if they involve recorded programs, World is ready to meet them.

Write for WBS complimentary booklet "For Radio Results, Facts First—Then Continuous Research" reprinted from an article by the President of one of the largest national advertisers using radio today. It is an excellent guide to successful broadcast advertising.

TRADE MARK REG. U.S. PAT. OFF.

G SYSTEM, Inc.

NATIONAL BROADCASTING BUILDING
711 FIFTH AVENUE, NEW YORK, N. Y.

Angeles if. Offices also at 523 Mortgage Guarantee Bldg., Atlanta, Georgia, and 1050 Howard St., San Francisco, Calif.
= WORLDROADCASTING SYSTEM, INC.), WESTERN ELECTRIC LICENSEE

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Television

TELEVISION is inevitable as a future adjunct of broadcasting. Of that there can be no doubt, as reported in this issue on the basis of first-hand observations of the amazing technical accomplishments already achieved in the laboratory. For broadcasters and broadcast advertisers, vision by radio means the mastering of a new art and technique of program and advertising presentation—an art partaking at once of the elements of sound broadcasting, the stage and the motion picture screen.

Radio, happily, has kept itself free from motion picture control and all the ballyhoo elements that go with it. CBS is no longer affiliated with Paramount and RCA has virtually disposed of its interests in RKO. All that is to the good, for it would be a pity if the movie people should gain an upper hand in either visual or audible radio. Radio fortunately has resisted all efforts of certain spokesmen of the show business to drag it down to the level of the movies—and it must continue to do so by keeping to itself this amazing new art and science.

We do not think that television will ever displace the theater any more than radio has supplanted the newspapers. It must partake of the best elements of both, as it has in the past. Television opens new vistas almost defying the imagination. As an industry, however, it requires no imagination to see that it must be kept in the hands of those best equipped by past experience and performance and by technical and financial responsibility—namely, the bona fide broadcasters who have earned the continued right to their licenses and a priority right to visual wave length licenses from the federal government.

Hitting the Target

PILING up day by day are radio success stories that challenge the imagination of the scattered advertisers who have not yet seen the radio light. To those who observe the methods used by successful radio advertisers there persists an unavoidable belief that smart merchandising is the secret of much of their success.

Morenus Adv. Agency, Chicago, after studying formulas of all types, hit upon a dealer cooperation plan for Robin Hood shoes, and now Central Shoe Co. finds itself with doubled retail sales volume and twice as many retail outlets, as explained on another page.

The plan is simple. A little newspaper is given adolescent listeners who enroll in a club. The dealer pays cost of mailing the paper to club members in his year. That amounts to 12 cents per member, and he gets an ad on the back page.

But here's the interesting part: Each club member has been found worth $20 a year in sales volume to the dealer. In other words, a store with 1,000 club members pays $120 a year in postage. Out of that he gets increased sales volume of $20,000. The cost to the dealer is about three-fifths of one per cent.

It's just one of thousands of merchandising plans. The air is full of them. They are born by the dozen every day. But still some advertisers don't take their merchandising seriously.

False and Misleading

A CARDINAL principle of news reporting is accuracy. "Get your facts straight" is the phrase city editors have drummed into cub reporters' ears since news gathering began.

The Associated Press is the pioneer in press association activity. Though undergoing the most competition it has ever faced, it does have a notable record. In radio it has been awkwardly situated because it is a cooperative organization.

We were rather amazed the other day to read an AP dispatch which reported that the Federal Trade Commission estimates that about 10% of radio advertising continuities it had analyzed had been found "possibly false and misleading". This was also taken up as a fact by the newspaper trade press, which obviously did not make an investigation of its own but simply rewrote the AP dispatch.

If ever there was a case of "false and misleading" reporting, that is it. The facts, as clearly shown in the Trade Commission report accurately in our edition of December 1, were that 10% of the continuities examined by the FTC were set aside for further scrutiny. Using the same figures for the "periodical" group, it was stated officially, it is found that about 25% of the advertisements examined were "possibly false and misleading".

In the case of radio continuities examined, latest figures of the FTC show that during the 15 months from July 1, 1934, to Sept. 30, 1935, a total of 452,621 continuities were examined. Of these 42,512 were "referred for further investigation", and as a result of these investigations, a mere 1,347 arose for possible action by the FTC. Assuming that all of these 1,347 were really found "false and misleading" which obviously will not happen, then the percentage would be less than three-tenths of 1%.

The facts are, moreover, that in more than a year of radio scrutiny, the FTC has never found it necessary to issue a complaint against a station for "false and misleading" advertising.

But to clinch the entire argument, the FTC points out officially that it has never had a force sufficiently large to examine newspaper advertising, nor appropriations enough to buy the periodicals. The radio stations and networks voluntarily send in their continuities at no expense to Uncle Sam. It is impossible to examine any more than the "worst offenders" among newspapers and magazines, it was said, for a force of at least 50 people would be needed for it. There are only 600-odd stations, whereas 20,000 periodicals are published in this country.

News note for AP and its newspaper clients: The FTC is asking for 20 more employes to make possible more effective review of periodical advertising.

The Clock Survey

THE ANSWER to the vexatious problem of devising an acceptable method of surveying radio audiences may possibly be found in the mechanical device, using the electric clock and tape recorded as its components, contrived by Prof. Robert F. Elder of the Massachusetts Institute of Technology. It is now undergoing its first test in the Boston area, and early next year the results will be known, as described by Dr. Elder in our last issue.

The device is an automatic recorder. No questions to housewives via the telephone are necessary. No questionnaires are sent out to be answered. Nothing is left to the discretion of the analytical expert who "reviews" the returns. Instead, the device shows precisely when and to what station the listener's set is tuned. The advertiser, it appears, can determine the size and type of the audience his program commands, and what attention the "opposite" station programs get. The survey presumably can be controlled from all angles. There is a cross-section of the audience in every income group. The listener has but to pursue his normal listening habits; there are no buttons to push.

There may be "bugs" in the Elder method, but we haven't discerned them yet. After the 10-week test in Boston is concluded, the statistical wizards can tackle the results. Should it prove foolproof, it will effectively terminate the 57 varieties of listener surveys now in vogue whose shortcomings are known only too well.

We see in the Elder method a possible basis for the work to be undertaken by the projected Radio Audit Bureau, now being considered by the Cooperative Committee of Fifteen, representing ANA, AAAA and NAB. It most certainly deserves serious consideration by that group.

An adequate radio set census, broken down into markets, together with field strength surveys showing potential technical coverage of stations, plus a workable mechanical surveying method along the lines of the Elder development, appear to be essential ingredients for a method of analysis of radio coverage which might become an adequate counterpart of the Audit Bureau of Circulations in the publications field.

We Pay Our Respects To —

JOHN WALTER SWALLOW

WHEN Don E. Gilman, NBC vice president on the West Coast, was looking for someone to break down the resistance of film talent towards radio, he selected John Walter Swallow, who thus became affiliated with the network and later became its Hollywood manager. Now NBC has dedicated handsome new studios in Hollywood and Swallow is in charge. The formal dedication took place Dec. 7 with the ceremonies being broadcast by NBC.

Behind it all is the story of a native son of California. It began when John Swallow loafed 'round the waterfront of his native San Diego and dreamed of cruising the world over and visiting foreign ports. He still dreams, but the air castles nowadays are largely concocted by roaming 'round the dial and picking up short wave stations.

Back in 1899, Feb. 19 to be specific, John Swallow was born in the then quiet and sleepy town of San Diego and, as the years rolled by, went through the public schools and junior college. With school days in the background, he aspired for a newspaper career and for some three years was with the *San Diego Union*, with the last 12 months spent in the sports editor's chair.

When the bright lights of Los Angeles beckoned, he went Northward and became auto editor of the old *Los Angeles Express*.

It was there that radio entered his horizon. One day someone from the business office entered the editorial sanctum and suggested that Auto Editor Swallow might also become Radio Editor Swallow if an extra "five spot" in the weekly pay check would be any inducement.

So the last two of the five years spent with the *Express* found him in the dual capacity of automobile and radio editor. Long were the hours that he wrestled with radio time schedules, interviewed aspiring radio personalities, posed technical pictures to initiate the novice into the intricacies of set-building, and sundry other tasks connected with broadcasting.

When the opportunity came to go to San Francisco and join the advertising agency that handled the Dodge Bros. account, he again went Northward and his talents naturally drifted into the radio angles of advertising.

Swallow staged the original Dodge series of radio half hours and, while in that position, put Will Rogers on his first transcontinental program. In 1928 he conceived, staged and produced the Dodge hour that for the first time brought to a cross-country audience the outstanding film names of the hour. They included Douglas Fairbanks, Charlie Chaplin, Dolores Del Rio, John Barrymore, Norma Talmadge, D. W. Griffith and a half dozen other screen headliners.

The event brought Impressario Swallow rather pointedly to the attention of NBC officials, over whose chain the program was broadcast, and also to the film industry, whose branch of industry was so ably represented.

About that time he was called to KMPC in Beverly Hills where he remained several months as manager, going to KFVD, Culver City, where he was manager during 1929-31. Not long after taking the post, he negotiated with the Los Angeles Bible Institute for its KTBI, purchased the station, and became manager, rechristening it KFAC.

Along about midsummer of 1932, after the term of managing the twin stations, KFAC-KFVD, he became a free lance producer and was hired to stage the *Hollywood on the Air* programs weekly from the RKO studios in Hollywood to coast NBC lines, later heard frequently as a national program. During this period he also handled various picture-name programs for sponsors, including the Marx Brothers in their only commercial series on the air.

By this time Swallow had become known to the addicts of the airways for his announcing proclivities. He had become known to agencies for his management efforts, and to radio people for a thorough knowledge and understanding of the game.

So in May of 1932 he became manager of NBC's Hollywood studios. Since that time he has been the contact man between radio and the film industry, and has done the job well.

With the removal of NBC's Hollywood quarters into spacious studios and a building of its own, Manager Swallow picks up his rosewood-topped desk and moves over with the staff. Many of the preliminary plans came from his fertile brain, as well as many of the plans for future development. For instance, the plant has a power supply five times greater than its present need. That is in preparation for television for visual broadcasting will require five times more light than pictures of today.

John Swallow is a model of efficiency in the office or out. For instance, he has been known to dictate replies to the morning's mail while using an electric razor for the daily shave. But, he avers, this procedure is not to create more hours in which to work, but to increase the minutes in which to play. For hobbies he plays a fair game of golf, is a wizard at squash and handball and is a boating enthusiast.

Down at the harbor basin he has a 30-foot power cruiser which he renovated himself during the winter months. It has a cruising radius of several hundred miles and he takes out parties of radio friends for week-end trips or longer periods during vacation days.

He has a son nearly 13 years old who hopes some day to become a picture celebrity, though just now he is more interested in scoutcraft and an outdoor life. They live in an apartment high on the hilltops of Hollywood where, at midnight when the cares of the day are over, John can watch the sparkling lights of the big city and in solitude think over new plans for another radio day.

PERSONAL NOTES

RICHARD WESTERGAARD, merchandising manager of Iowa Broadcasting System, has been named commercial manager of WNOX, Knoxville, recently purchased by the Continental Broadcasting Co., subsidiary of Scripps-Howard Newspapers. James C. Hanrahan, vice president of Continental, temporarily is managing the station.

HENRY SELINGER, for the last year on the staff of NBC Artists Service in Chicago and previously station manager of WGN and radio director of Lord & Thomas, has been appointed local program manager of NBC's Chicago outlets, WMAQ and WENR, effective Dec. 16.

DAVID LYON Jr., formerly with Universal Recording Co., has joined the sales staff of WMCA, New York. T. B. Farrell Jr., formerly subscription sales manager of *Today*, also has joined the sales force.

M. R. RUNYON, treasurer of CBS, and J. M. McAllister, construction engineer, were in Cincinnati recently discussing erection of new studios, control rooms and offices for WKRC. Timothy S. Goodman, general manager, was in New York on station business.

WILLIAM WARNER LUNDELL, in charge of special events for NBC, New York, was in San Francisco Dec. 6 conferring with network officials. He is on an inspection tour of the NBC studios.

VOLNEY HURD, assistant executive editor of the *Christian Science Monitor*, whose duties include editing of its radio news service to stations, has been named a Kentucky Colonel. His sponsor was L. B. Wilson, president of WCKY, Cincinnati.

HERBERT MOORE, head of Transradio Press, New York, arrived in Hollywood early in December.

RALSTON LEWIS, formerly on the radio survey staff of N. W. Ayer & Son Inc., San Francisco, has joined the sales department of KFRC, that city, as account executive.

HILDA S. LEVY, formerly on the sales staff of KYA, San Francisco, has joined KRE, Berkeley, Cal., as account executive.

C. P. MacGREGOR, president of MacGregor & Sollie Inc., transcription producers, has returned to San Francisco after a three weeks tour of Canadian cities.

PHILLIP A. FUSS, of the sales department of WMCA, New York, is back at his desk after several weeks illness.

EDWARD P. SHURICK Sr., who recently joined WDGY, Minneapolis, as a special salesman, has been named assistant manager under Dr. George Young, owner, and will have charge of sales, programs and production.

CAPT. CHARLES A. LEWIS, formerly of WTAM, Cleveland, has joined the commercial and announcing staff of KGGC, San Francisco. Before coming to the United States he was a staff member of the Sydney Broadcasters Inc., Australia.

LYNDON T. MILLER, KJBS, San Francisco, account executive, resigned effective Dec. 15, to become factory representative in Denver, Colo., for the Parker Pen Co.

A. B. HENDRY has left the commercial management of WIL, St. Louis. He will reopen the Old Dutch Beer Garden, which he operated last summer, along with L. A. Benson, president of the station. Edgar P. Shutz, production manager of WIL, has taken over the duties of commercial manager.

DR. LEON LEVY, president of WCAU, Philadelphia, was operated on Dec. 7 for a hernia and is convalescing nicely.

FRED J. HART, president and general manager of KGMB, Honolulu, has been in the East for the last month on station business and in connection with an application for change in corporate holdings of the Honolulu Broadcasting Co. Ltd., operating the Hawaiian CBS outlet.

DR. MAX JORDAN, European representative of NBC stationed at Basle, Switzerland, has returned to his post sailing Dec. 3 aboard the *S. S. Manhattan*, after spending five weeks in New York and Washington.

FRANK KESLER has been named commercial manager of WDBJ, Roanoke, Va.

BURT A. McDONALD, formerly vice president of Advertisers Inc., Detroit agency, and recently with Federal Housing Administration, has joined the CBS sales department.

MISS ELLEN DAVIS, formerly of Lewis Publishing Co., New York, and Davis Printing & Publishing Co., Philadelphia, and recently a free lance copy writer, has joined the NBC sales promotion department in New York.

H. LESLIE ATLASS Jr. son of the CBS vice-president, placed third in the saddle horse event for boys the second day of the International Horse Show held in conjunction with the International Livestock Show in Chicago the first week in December, riding Bourbon Flash. The same evening Luther B., latest addition to the Atlass stable, won the five-gaited event.

BEHIND THE MICROPHONE

GEORGE J. G. RICKER, for several years active in New York and California theatrical and radio circles, has been named production director of WXYZ, Detroit. The move is part of a staff enlargement begun when WXYZ became Detroit outlet for the NBC-WJZ network. Lowell Blanchard, formerly of KSO, Des Moines, has joined the WXYZ announcing staff. Bob Longstreet, sports announcer, resigned to take charge of production at WFMD, Frederick, Md., station scheduled to open Jan. 1.

JOHN HUGHES, KRFC, San Francisco, announcer, is compiling a book of his own poetry, which he writes for his Thursday program *Reflective Moods* heard over the CBS-Don Lee network.

MAKE YOUR RECORDINGS in CLEVELAND

WIDE RANGE HIGH FIDELITY RECORDINGS

GENERAL BROADCASTING SYSTEM
3910 Carnegie Ave., Cleveland, Ohio

GEORGE PICKARD, formerly of WXYZ, Detroit, has joined the announcing staff of WSPD, Toledo. Howard Donahoe, formerly program director of WWVA, Wheeling, and for six months an announcer at WSPD, has been named manager of the Clarksburg studios of WMMN, Fairmont, W. Va. Fielden Farrington, formerly of WWVA, succeeds Donahoe. David Zimmerman, University of Michigan graduate, has joined the WSPD announcing staff.

FRANKLIN FERGUSON, announcer at WASH-WOOD, Grand Rapids, has returned from a honeymoon in Chicago. He was married Thanksgiving Day to Miss Alice Spears, Grand Rapids furniture designer.

ALEX ROBB, assistant program director at NBC, Chicago, has been put in charge of the band booking division of the network's Artists Service in that city.

EARL SANDERSON has resigned from the production and announcing staff of KJBS, San Francisco, and after the first of the year will become associated with an advertising agency.

MAYER & KEMPNER, talent agency, was formed early in December in Hollywood by Gerald Mayer and Alex Kempner. They will take over the business of Mayer, Cutler & Landy.

CONRAD RICE, formerly of the production department of WDGY, Minneapolis, has joined WDAY, Fargo, N. D., as an announcer.

WILMAE KUEHN, former University of Chicago co-ed, has joined the Chicago CBS studio hostess staff.

YES SUH, WHATTA GAME — Here, ladies and gentlemen, we have Jocko Maxwell, who claims the distinction of being the only colored sports announcer in the country. The station, you will note, is WHOM, Jersey City. A former high school athlete in Newark, he was discovered by Roland Trenchard, commercial manager of the station. Interviewing sports stars is his specialty, and he has had plenty of them. Football and baseball broadcasts, play by play, he asserts, are his forte. Jocko's pappy, William H. Maxwell, for 12 years was Sunday editor of the Newark Morning Ledger. The fact that his face is slightly darker than the stars he interviews or the people who hear him, says Jocko, has no effect on him.

GEORGE H. HEID, formerly manager of KVOA, Tuscon, Ariz., has been promoted from the announcing staff of KQV, Pittsburgh, to the program directorship.

DUDLEY MANLOVE, announcer of KROW, Oakland, is confined to his home through illness and Kimball Sant, formerly on the announcing and producing staff of KQW, San Jose, Cal., is substituting.

DON FITZGERALD, formerly with KSL, Salt Lake City, has joined the announcing and production staff of KGMB, Honolulu.

DICK ROMAIN, KROW, Oakland, news announcer for the last five months, has resigned to do free lance writing. His successor is Don Avery, formerly news announcer at KPW, Wenatchee, Wash.

DON PRINDLE has been promoted to studio manager of KOL, Seattle. John Forrest is announcing six news broadcasts daily. Art Edwards, new addition to the announcing staff, formerly was with KWSC, Pullman, KFPY, Spokane, and KXA, Seattle.

REED POLLACK, formerly announcer of KJBS, San Francisco, has joined KDON, Del Monte, Cal., in a similar capacity.

COMPLETE

UNITED·PRESS

NEWS COVERAGE

RICHARD McBROOM, absent from the NBC press department in Chicago on a two-months leave of absence, is temporarily replaced by George D. Livingstone.

GERREE Te GROEN, traffic manager of KMTR, Hollywood, resigned in December, as did George Neff, announcer. Mrs. John Ness, widow of the former manager of the station, has joined the administrative staff.

JOHN FRAZER is batting for Fayette Krum in NBC's Chicago continuity department, while Fayette is extending her leave of absence until Feb. 1.

ROBERT YOUSE, formerly of NBC stations in Washington, has joined the announcing staff of WDBJ, Roanoke, Va., handling Transradio news programs.

CARL KENNEDY, recent graduate of Wooster College, has joined the staff of WKRC, Cincinnati. Dick Bray, WKRC sports announcer, refereed college and high school football games in Ohio and Kentucky during the autumn.

JOHN THORP, formerly of Yankee network, has been named special events, sports and news announcer of WFIL, Philadelphia, succeeding Harold Simonds, transferred to sales.

CHARLES BULOTTI Jr., night supervisor at KHJ, Los Angeles, is recuperating from a relapse which followed a siege of influenza.

L. SCOTT PERKINS, formerly production manager of KHJ, Los Angeles, but now radio director for the *Country Church of Hollywood*, was seriously injured in San Francisco when he fell from an automobile.

CHARLES ANDERSON, former NBC announcer in San Francisco, has joined the staff of KFWB, Hollywood.

DAVID BYRN, formerly of WKY, Oklahoma City, was married to Miss Ida McClung, of Fort Worth, two days before he joined the staff of WHIO, Dayton.

GEORGE PATTERSON, program director of WAVE, Louisville, was married in November, as was James F. Cox of the commercial staff. Leslie Shively joined the announcing staff after emerging as winner in a series of elimination contests.

HOMER GRIFFITH, the "Friendly Philosopher", is being heard on WSM, Nashville, twice weekly under sponsorship of Mantle Lamp Co. of America, Chicago (Aladdin lamps), after eight months with WLS, Chicago, for the same sponsor.

NELSON OLMSTED, production manager of KNOW, Austin, Tex., has been initiated into Alpha Psi Omega, honorary stagecraft fraternity at University of Texas.

LES MARSHALL, formerly of WMCA, New York, and WHAS, Louisville, has joined the announcing staff of WISN, Milwaukee.

HAROLD GRAY, formerly of WJSV, Washington, has joined the announcing staff of WBIG, Greensboro, N. C. Walter Haislip, of WBIG, and prior to that with WHAS, Louisville, has joined WJSV.

LEW LANSWORTH, formerly with Lord & Thomas, San Francisco, has joined KFRC in that city, as continuity writer and producer.

GARNETT A. MARKS, veteran sports and news announcer, and recently with WOR, Newark, has joined the announcing staff of WMCA, New York.

WAYNE CLARK has joined the announcing staff of WBNS, Columbus.

FRANK L. RAND, who resigned recently as publicity director of Yankee Network, joins CBS Dec. 16 as director of publicity and special events in the Chicago office. He takes the post vacated by Robert Kaufman, named director of the CBS Chicago program department.

Yes! One announcement* on the KMBC Farm Program Brought this remarkable response · · · · · · ·

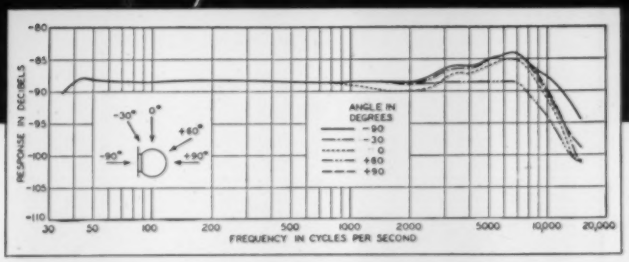
Participate in this highly responsive program to economically tell your sales message · ·

5000 WATTS DAY KMBC KANSAS CITY 1000 WATTS NIGHT

* ANNOUNCEMENT 6:15 A.M. TUES. OCT. 15 1935

From every angle

...the Non-Directional Mike picks up high notes and low!



Field response of Non-Directional Mike over frequency range from 40 to 15,000 cycles for five angles of incidence.

Western Electric's new Non-Directional Microphone has no front... no back... picks up equally well from above and below. It gives you, in *increased* degree, the advantages of former Western Electric dynamic microphones. ¶ Bell Telephone Laboratories engineered this "all around" mike to operate into your present equipment. It's Western Electric's *finest* microphone... and it's priced so all can afford it. Order yours from Graybar today!

Western Electric

Distributed by GRAYBAR *Electric Company* *In Canada: Northern Electric Co., Ltd.*

RADIO TELEPHONE BROADCASTING EQUIPMENT

Cue Transmitter

NBC announcers, technicians and producers working on remote control jobs now are able to carry on conversations behind the scenes that won't get into the broadcast. A cue transmitter has been installed on the roof of the San Francisco studios building whose 15-watts will cover the entire bay district. Operating on 31,100 kc., the new apparatus will keep the plant personnel and field crew in close touch wherever the mobile unit travels.

Kalispell's Largest
Washing Machine
Dealer* is Using
KGEZ Exclusively

*His brand is NOT
known nationally

•

KGEZ

Box 1 Kalispell, Montana

IN THE CONTROL ROOM

JAMES E. FRANCIS, Western manager of RCA Mfg. Co., Hollywood, returned early in December after six weeks at Camden and New York.

CLYDE BOND, chief engineer of KOL, Seattle, and Al Henderson, assistant, were painfully injured in an automobile accident but have returned to their duties. They are installing new composite studio control equipment in duplicate sets. Studios are being redecorated.

DON C. WALLACE, well-known radio amateur, has taken over West Coast representation of Tech Laboratories, Jersey City.

KEITH WEBSTER, control operator at WDBJ, Roanoke, Va., has earned his aviator's wings at the local airport.

HARLOW LUCAS, transmitter engineer of WBNS, Columbus, and Carl Bischof, maintenance engineer, recently became fathers, a girl arriving at the Lucas home and a boy at the Bischof home.

CLARENCE GIELOW, formerly of Midwestern stations, has joined the engineering staff of WGAR, Cleveland.

JOHN HEAFER has joined WAVE, Louisville, as part-time relief operator.

A NEW club room for engineers has been opened in Columbus, O. It includes short-wave equipment, recreation facilities and library. Engineers of WBNS and WCOL are eligible. Ten out of 12 of the engineers have amateur stations.

JOHN M. SHERMAN, inspector in charge of FCC district No. 16 at St. Paul, is recovering from a major operation.

AERONAUTICAL MIKE — James V. Piersol, aviation editor of the Detroit News, uses this harness for news broadcasting on WWJ, Detroit, his hands being free to operate the plane. Call letters of the transmitter are KHPM for airway communication and WKFB for rebroadcasting through WWJ.

C. DAVIS BELCHER, former FCC radio inspector, has been signed as instructor in a technical radio course to be broadcast, starting Jan. 6, over short wave relay station WIXAL, Boston, operating on 6,400 kc. The course is to be heard 7-8 p. m. Mondays under auspices of the university extension division of the Massachusetts Department of Education.

WALTER A. PARKS, 38, engineer of WMAL, Washington, died of a self-inflicted bullet wound recently, despondent over the death of his wife.

WJBK, Detroit, besides getting a sponsor for the Detroit Olympics hockey team has sold sponsorship rights of the Detroit Red Wings to Dodge Dealers Association.

Arrowhead Network

WITH the assignment by the FCC of the call letters WHLB for a new 100-watt station in Virginia, Minn., Head of the Lakes Broadcasting Co., which operates WEBC, Duluth-Superior, and WMFG, Hibbing, Minn., will proceed with plans for establishing a three-station hookup to be known as the Arrowhead Network. With WHLB and WMFG the company expects to provide full coverage of the Minnesota iron range country. WMFG is already linked by wire to WEBC. WHLB is expected to be erected and operating early in the spring of 1936.

NBC Hollywood Engineers

WITH DONALD DE WOLF assigned as engineer in charge of its new Hollywood studios, inaugurated Dec. 7, NBC has announced the appointment to his staff of Paul A. Greene, recently with Columbia Pictures and at one time chief engineer of CBS, and Mortimer O. Smith, transferred from San Francisco. A. H. Saxton, NBC western division engineer at San Francisco, remains as general supervisor.

PICKWICK BROADCASTING Corp. Ltd., Los Angeles, has filed certificate of dissolution with the secretary of state at Sacramento. The organization at one time owned and operated KTAB, San Francisco; KGB, San Diego, and KTM, Los Angeles.

WDAY • WDAY • WDAY •

THE TRAVELING MAN AND THE FARMER'S DAUGHTER

—as well as all other folks in this territory — have profited greatly by the 180% increase in crop value in 1935

WDAY, INC.

N. B. C.

FARGO, N. D.

FREE, JOHNS & FIELD INC., NATIONAL REPRESENTATIVES

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Dominion Inquiry Into General Radio Status Is Foreseen

Investigation of Broadcast in Recent Election Promised

By JAMES MONTAGNES

IF PRESENT plans of the government are not altered before Parliament begins in January, there will be another Parliamentary committee appointed to look into many angles of radio broadcasting, including broadcasts of the last election candidates, the fate of the Radio Commission, the technical development under the Commission and the work done by that body since its appointment some three years ago.

Broadcasting is expected to form a part of the new Department of Communications which is now being planned, consolidating the departments of marine (radio licensing and ship radio), railways and canals. Under this plan there will be a general manager instead of a Broadcasting Commission, to look after nationalized radio broadcasting, and he will be responsible to the minister of communications.

There is, however, objection even among government supporters, to dissolution of the broadcasting commission, as it is felt that this will mean that French-Canadians will receive too big a place in the high command of broadcasting. Nevertheless government plans are considered far enough advanced that this objection will be removed.

The general manager plan was the outcome of the last Parliamentary committee in June, 1934, but the plan was never put into force by the late Bennett administration. The committee at that time recommended the retirement of the three commissioners and the appointment of a general manager. Meanwhile the commission's life was renewed annually, and it runs out again on March 31, 1936. Before then plans must be perfected and passed by legislation deciding the fate of Canadian radio for some years.

One of the election programs, *Mr. Sage*, will be investigated, according to reliable information. The report is that "Mr. Sage" was an American actor imported to run the program, under the sponsorship of an individual, who really represented the then government (Conservative) party. "Mr. Sage" did not spare the present Premier, W. L. Mackenzie King, in his broadcasts, and Mr. King is evidently going to have something to say as to how political broadcasts in future are to be conducted, by others than those officially representing political parties.

Entertainers, listeners, and technical men, will be heard at the proposed parliamentary committee to find out what the commission has done with broadcasting and to decide on future policy, which will probably include the building of high powered (50,000 watts) stations, as recommended in 1929 by the Air Commission.

Jinx Captured

TIME after time the sound effects box has toppled from its table in Studio B, of WINS, New York, spoiling many a program. Even sound engineers were called in to investigate the mystery. Finally they found that a certain note played by a violinist in Louis Katzman's orchestra hit the fundamental frequency of the sound effects box and sent it down with a crash. The legs of the sound effects cabinet were shortened to take it out of the frequency of musical instruments.

REPUBLICAN PARTY TO SPONSOR TESTS

A TEST of the script *Liberty at the Crossroads*, written by Henry Fiske Carlton for the Republican National Committee, is tentatively planned over a Chicago station on a sponsored basis shortly, according to Thomas G. Sabin, its radio director, who is now dividing his time between New York, Washington and Chicago to formulate plans and policies respecting the use of radio in the forthcoming national political campaign. Mr. Sabin returned to Washington Dec. 10 after spending some time in Chicago. He has extensive radio plans, including the sponsorship of programs on behalf of the party even before the nominating convention next summer, but they remain to worked out.

Mr. Sabin has opened a New York office at 1 E. 57th St. to operate in conjunction with the party's finance committee until funds are raised for the radio campaign. After that he will establish regular offices in New York, Washington, Chicago and in one Pacific Coast city. His Chicago headquarters temporarily are in the Palmer House.

The station to be used for the test of the Carlton script, which deals with general trends in American political life, remains to be selected. Carlton is the author of *Great Moments in History*, *Socony land Sketches*, the *Stebbins Boys* and other radio hits.

Humphreys on NBC

HUMPHREY'S HOMEOPATHIC MEDICINE Co., New York (Humphrey's remedies) will return to the air on 3 NBC-WEAF stations Dec. 15, 1:45-2 p. m. and thrice a week thereafter, Sunday, Tuesday and Thursday. On the two week days the program will go on the air at a different time—10:30-10:45 a. m. The program, *Sweethearts of the Air*, will have Breen and de Rose with Andy Sanella. The three stations are WEAF, KYW, WFBR. Biow Co. Inc., New York, is the agency.

A GOOD AGENCY
Knows
A GOOD STATION

Mitchell-Faust Advertising Company
Chicago

Paul Holman Faust *Says*:

"What better indication of our attitude toward WLS than our constant renewal of contracts. The record - breaking success of our Feature Foods program is a tribute to WLS drawing power. Advertising 30-minutes each weekday morning, in the last 12 weeks Feature Foods have received over 32,000 letters, nearly all containing box-tops and coin."

Director of Radio
Mitchell-Faust Adv. Co.

THESE MITCHELL-FAUST CLIENTS
now are using WLS

Campbell Cereal Company	******
Rap-In-Wax Company	**
Squire-Dingee Company	*
"The 'JUNKET' Folks"	**
Airy-Fairy Foods, Inc.	**
Steele-Wedeles Company	**
Feature Foods, Inc.	*

* Each asterisk indicates one year on WLS.

THEY KNOW
WLS

THE PRAIRIE FARMER STATION
1230 WASHINGTON BLVD CHICAGO, ILLINOIS
BURRIDGE D. BUTLER, President GLENN SNYDER, Manager
NEW YORK OFFICE Graham A. Robertson, 250 Park Ave.

Radio Station WFLA-WSUN
STUDIOS TAMPA • • CLEARWATER • ST. PETERSBURG
SERVING FLORIDA'S CENTER OF POPULATION
THE TAMPA TRADE TERRITORY
620 KC • 5000 WATTS DAY • 1000 NIGHT — FULL TIME

We Are Honored

"Variety's" Showmanship Poll Thus Rates the Boston Stations

1. WNAC
2. WEEI
3. **WMEX**
4. . . . . .
5. . . . . .
6. . . . . .
7. . . . . .

After only one year's operation, we feel honored to "show" with our distinguished friends WNAC and WEEI.

WMEX

Member of Inter-City Group

1500 kc — 250 w L.S. — 100 w N.
HOTEL MANGER — BOSTON
In America's Fourth Market
Tel. CAPitol 7560—Teletype Bos. 157

South and Broadway

BY STATION BREAK

THE TREK Southward is beginning. Extra sections on trains bound for warmth and sunshine once more are being added, and plane reservations must be booked in advance. Miami and nearby resorts are filling up. The winter playgrounds are receiving the old-time influx.

* * *

UP NORTH, on Broadway, the theater crowds are swelling in numbers. A few weeks ago football attendance was the largest since the depression. Movie audiences are causing executives to remember, less regretfully, the halcyon days of the late twenties. America, having pulled in its belt for nearly five years, is at play again . . . and with a vengeance. We lost our shirts in the market and the bank blew up . . . so why save! So, where there's a nickel in the pocket, they go to the movies, and where there's a dollar, they buy a car. They're out for pleasure.

* * *

TO GET stodgy for a moment, economists tell us that since the World War the service industries, ministering to our pleasures and our comforts, have grown most rapidly of all. Without them, and the millions of workers they absorbed, we would have had a much more severe depression and an earlier one. At least it seems so. With this new buying trend on the part of the public, these service industries promise to show further gains in importance during the next few years.

* * *

IN STATION BREAK'S opinion, they should be the next important industry to take to the air in a big way . . . that is if someone sells them.

* * *

RADIO is ideally suited for the advertising of a service. Advertising a service isn't quite the same as advertising a physical commodity. You can't very well wrap up a service and carry it home . . . it's an intangible. Its physical attributes are only of secondary importance. A stream-lined train may catch your eye, but you are primarily interested in the degree to which it makes your railroad trip more comfortable and gets you there sooner. You're interested mainly in the utility of the service . . . the satisfaction it renders you.

* * *

NOR can you look over a service ahead of time, except to a limited degree. You can't tell how a train will ride until you try it, nor what kind of service a hotel will have unless you stop at it. You've got to take the purveyor of the service especially on faith. You've got to trust him.

* * *

WHAT a chance for radio! A good program carries with it the unconscious connotation of an enterprising and conscientious company sponsoring it. "If the company has enough sense to present that good a program, it must know how to make a good product," *feels*, even more than thinks, the listener. Thus he gets respect for the sponsoring company, in addition to being grateful to it for giving him entertainment which he likes. We're simple folk. We're still kindly and appreciative and we act on it. A splendid way for a service to establish consumer confidence and good will!

* * *

AS CONSUMERS, we're interested mainly in the use of the service. You can dramatize a service over the radio. What a job you could do in taking the old Statler Hotel magazine copy of before the depression and turning it into radio drama! Grand Hotel, and then some! What a program you could make out of the drama inherent in rendering a service such as that of the telephone, and in depicting what the phone has meant in the lives of millions of *individuals!* What you could do, merely with the right kind of friendly educational copy, to dramatize a service or institution! What . . . but then, we could go on for pages. STATION BREAK would be delighted to retire on the advertising value which the motion pictures get from radio each year out of the plugging of their song hits over the air.

* * *

THE USE of a service is a personal matter. Where you bought your coat is less your concern than how satisfactory the coat is. Your hotel, railroad, insurance company, or laundry is a much more personal matter. Services are personal . . . so is radio. The human voice is the most personal form of communication.

* * *

TO SHOW what services can do we recommend the Metropolitan Life Insurance Co., Union Central Life and others; the Chesapeake & Ohio Railroad; Household Finance Corp., the *Man from Cooks* and countless others. And the surface has only been scratched!

* * *

FRANKLY we're a prima donna. We like our fan mail . . . even when it calls our attention to something which we should have known. We got a kick out of being reminded that "Old Dutch" was on the air several years ago in the person of Irene Beasley. We looked it up. Sure enough, the *Old Dutch Girl* program was broadcast over CBS from October 1930 to June 1932. Another trade mark dramatized over the radio!

* * *

WE'RE sorry we can't give you an appropriate souvenir with each cover of BROADCASTING and comment for the column mailed in to us. But we *will give* your contributions every consideration.

* * *

RETURNING to Old Dutch Cleanser. When it was on the air in 1932, broadcast advertising by soaps and housekeepers' supplies totaled little more than one million dollars. Last year radio advertising by this group of products was two and one-half times as great, with further material increases taking place during 1935. Comparative newcomers to radio—their advertising wasn't important until after 1930—these products have shown some of the greatest gains to be experienced in broadcast advertising volume. And why not?

(*Continued on page 49*)

Season's Greetings

from

KOMO—KJR

SEATTLE

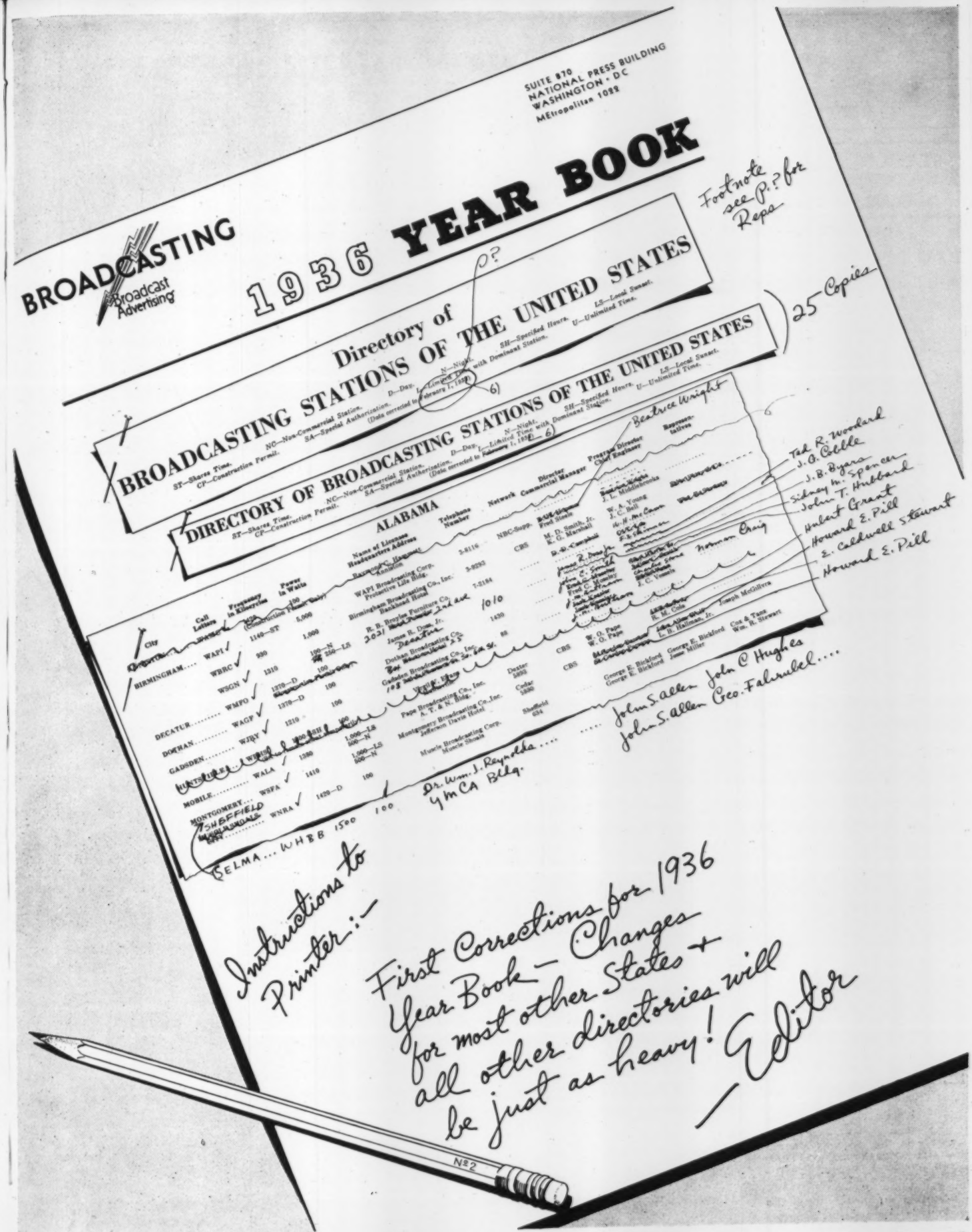
BIRT F. FISHER, General Manager • H. M. FELTIS, Commercial Manager

K F B I

Abilene, Kansas
5000 watts 1050 kc.

Because of its central location KFBI is virtually without interference and competition, and reaches more Kansas people at a lower cost than can be reached any other way.

National Representatives
WILSON-DALTON
Chicago, Kansas City
NORMAN CRAIG
New York


SUITE 870
NATIONAL PRESS BUILDING
WASHINGTON · D.C.
METropolitan 1022
BROADCASTING
Broadcast Advertising
1936 YEAR BOOK
Directory of
BROADCASTING STATIONS OF THE UNITED STATES
DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES
ALABAMA
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E. Caldwell Stewart
Howard E. Pill
Norman Craig
John S. Allen John C. Hughes
John S. Allen Geo. Faliubel....
Dr. Wm. J. Reynolds
YMCA Bldg.
SELMA... WHBB 1500 100
Instructions to Printer:—
First Corrections for 1936 Year Book— Changes for most other States + all other directories will be just as heavy!
—Editor
No 2

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WSPD, Toledo

Lincoln Motor Co., Detroit (autos), 6 *sa*, thru N. W. Ayer & Son Inc., N. Y.
Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 35 *sa*, thru Wade Adv. Agency, Chicago.
Zenith Radio Corp., Chicago (radio sets), 8 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Lake Shore Electric Railway, Sandusky, O., 5 *sa*, thru Campbell-Sanford Adv. Co., Cleveland.
United Drug Co., Boston (Rexall), 5 *t*, thru Street & Finney Inc., N. Y.
Gordon Baking Co., Detroit, 104 *sp*, thru Sehl Adv. Agency, Chicago.
Standard Oil Co. of Ohio, Cleveland, 15 *sa*, thru McCann-Erickson Inc., Cleveland.
Procter & Gamble Co., Cincinnati (Drene), 26 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Hayden Milling Co., Clinton, Mich. (groceries), 45 *sa*, thru Staake & Schoonmaker Co., Kalamazoo.
Procter & Gamble Co., Cincinnati (soap), 4 *sa*, thru Pedlar & Ryan Inc., N. Y.
Casco Co., Canton, O. (proprietary), 26 *t*, thru R. W. Clark Adv. Agency, Akron.
Hartz Mountain Products Inc., New York (bird seed), 3 *sa*, thru Ernest Davids Inc., N. Y.

KOL, Seattle

M. Hohner Inc., New York (harmonicas), 13 *t*, thru Atherton & Currier Inc., N. Y.
Hexol Co., San Francisco (proprietary), 12 weekly *sa*, thru Kelso Norman Organization, San Francisco.
Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 3 weekly *t*, thru Wade Adv. Agency, Chicago.
Bulova Watch Co., New York, 2 daily *sa*, thru Biow Co. Inc., N. Y.
McCloskey Varnish Co., Los Angeles (Kwik-on), 6 weekly *sa*, thru Bert Butterworth Agency, Los Angeles.
ITS Co., Elyria, O. (rubber heels), 2 weekly *sa*, thru Carr Liggett Inc., Cleveland.
Knox Co., Los Angeles (Cystex), weekly *t*, thru Allen C. Smith Adv. Co., Kansas City.

WDBJ, Roanoke, Va.

Ohio Novelty Co., Steubenville, O. (fireworks, etc.), 3 *sp*, direct.
Geo. S. Gunther Brewing Co. Inc., Baltimore (beer), 3 weekly *sa*, thru I. A. Goldman & Co., Baltimore.
M. L. Clein Co., Atlanta (Mentho-Mulsion, 6 weekly *sa*, direct.
Pure Oil Co., Chicago (carbon solvent), 12 weekly *ta*, thru Freitag Adv. Agency, Chicago.
Chattanooga Medicine Co., Chattanooga (proprietary), 7 *ta*, thru Aubrey, Moore & Wallace Inc., Chicago.
Keeley Institute, Greensboro, N. C. (Keeley treatment), 100 *ta*, thru R. S. Williamson Co., Greensboro.

WKRC, Cincinnati

Bulova Watch Co., New York, 6 weekly *ta*, thru Biow Co. Inc., N.Y.
Purity Bakeries Corp., Chicago (Grennan products), 6 weekly *sp*, thru Hanff-Metzger Inc., N. Y.
Julep Tobacco, Boston (cigarettes), 5 weekly *sa*, thru Mark O'Dea & Co. Inc., N. Y.

WSM, Nashville

Akron Lamp Co., Akron (Diamond irons), 26 *sp*, thru Guenther-Bradford & Co. Inc., Chicago.
John H. Woodbury Co., Cincinnati (cosmetics), 3 weekly *t*, thru Lennen & Mitchell Inc., N. Y.
Florida Citrus Commission, Tampa, Fla. (fruit), 26 *t*, thru Ruthrauff & Ryan Inc., Lakeland, Fla.
McConnon & Co., Winona, Minn. (household goods), 3 weekly *sa*, thru McCord Co., Minneapolis.
M. J. Breitenbach Co., New York (Gude's Pepto-Mangan), 2 weekly *sa*, thru Brooke, Smith & French Inc., N. Y.
RCA Mfg. Co., Camden, N. J. (radio tubes), 3 weekly *sa*, thru Lord & Thomas, N. Y.

WCLO, Janesville, Wis.

A. J. Krank Co., St. Paul (cosmetics), 36 *sp*, thru Cramer-Krasselt Co., Milwaukee.
Zerbst Pharmacal Co., St. Joseph, Mo. (proprietary), 128 *sa*, thru Barrons Adv. Agency, Kansas City.
Leath & Co., Chicago (furniture chain), 6 weekly *sp*, direct.
Pendergrast Candy Co., Chicago (Sparkle candy), 6 weekly *sp*, direct.
Household Finance Corp., Chicago (loan service), 6 weekly *sp*, thru Charles Daniel Frey Co., Chicago.
Republic Coal & Coke Co., Chicago (Delat coal), 5 weekly *sa*, thru Bozell & Jacobs Inc., Chicago.

WHK, Cleveland

Willard Storage Battery Co., Cleveland, 3 daily *sa*, thru Meldrum & Fewsmith Inc., Cleveland.
Lake Shore Electric Railway, Sandusky, O., 5 *sa*, thru Campbell-Sanford Adv. Co., Cleveland.
Air-Way Electric Appliance Corp., Toledo, 3 weekly *t*, thru Campbell-Ewald Co. Inc., Detroit.

KSFO, San Francisco

Carter Medicine Co., New York (liver pills), 6 weekly *ta*, thru Street & Finney Inc., N. Y.

WBNS, Columbus, O.

Atlantic Refining Co., Philadelphia (White Flash), 13 *sa*, thru N. W. Ayer & Son Inc., Philadelphia.
Ex Lax Mfg. Co., Brooklyn (proprietary), 78 *t*, thru Joseph Katz Co., N. Y.
Cities Service Oil Co., Cleveland (oil products), 13 *sp*, direct.
Kroger Grocery & Baking Co., Cincinnati (chain store), 52 *t*, thru Ralph H. Jones Co., Cincinnati.
Lincoln Motor Co., Detroit (autos), 12 *sa*, thru N. W. Ayer & Son Inc., N. Y.
Massachusetts Mutual Life Insurance Co., Springfield, Mass., 26 *t*, thru R. J. Potts & Co., Kansas City.
Pure Oil Co., Chicago (gas & oil), 100 *ta*, thru Freitag Adv. Agency, Chicago.
Publicker Commercial Alcohol Co., Philadelphia (Thermol Royal), 9 *sa*, thru Al Paul Lefton & Co. Inc., Philadelphia.
Julian & Kokenge Co., Columbus (Footsaver shoes), 13 *sa*, thru Aubrey, Moore & Wallace Inc., Chicago.

WAVE, Louisville

American Tobacco Co., New York (Roi-Tan cigars), 6 weekly *sp*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.
Boweys Inc., Chicago (Dari-Rich drink), 2 weekly *t*, thru Russel C. Comer Adv. Co., Chicago.
Massachusetts Mutual Life Insurance Co., Springfield, Mass., weekly *t*, thru R. J. Potts & Co., Kansas City.
Swartchild & Co., Chicago (jewelry), 26 *ta*, thru Neisser-Meyerhoff Inc., Chicago.
Maryland Pharmaceutical Co., Baltimore (Rem, Rel), 3 weekly *sa*, thru Joseph Katz Co., Baltimore.
Gaseteria Inc., Indianapolis (gas, oil), 6 weekly *sa*, direct.
ITS Co., Elyria, O. (rubber heels), 2 weekly *sa*, thru Carr-Liggett Inc., Cleveland.

From the Washington Herald

"Calling car 24! New fruit stand at Tenth & State—do your stuff and don't forget your captain!"

WOR, Newark

Procter & Gamble Co., Cincinnati (Oxydol), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.
Glame Co., Hoboken, N. J. (nail polish), 2 weekly *sp*, thru Donahue & Coe Inc., N. Y.
Hulburt's Fruit Products Inc., New York (citrus juices), 3 weekly *sp*, thru Ernest Davids Inc., N. Y.
H. T. Dewey & Sons Co., New York (wines), weekly *sp*, thru Fairfax Adv. Co., N. Y.
Ex Lax Mfg. Co., Brooklyn (proprietary), 2 weekly *t*, thru Joseph Katz Co., N. Y.
Carlsbad Products Co. Inc., New York (Carlsbad Sprudel salts), 3 weekly *sp*, thru H. M. Kiesewetter Adv. Agency Inc., N. Y.
Justrite Co., Milwaukee (bird seed), weekly *sp*, thru Gustav Marx Adv. Agency Inc., Milwaukee.
Carleton & Hovey Co., Lowell, Mass. (Father John's medicine), 3 weekly *sp*, thru P. F. O'Keefe, Boston.
Florida Citrus Commission, Tampa, 5 weekly *t*, thru Ruthrauff & Ryan Inc., Lakeland, Fla.

KDKA, Pittsburgh, Pa.

Allegheny Steel Co., Pittsburgh (stainless steel), 260 *ta*, thru Walker & Downing, Pittsburgh.
Studebaker Corp., South Bend, Ind. (autos), 12 *t*, thru Roche, Williams & Cunnynham Inc., Chicago.
Good Luck Food Co., Rochester, N. Y. (pie filling, crust, etc.), 26 *sp*, thru Hughes, Wolff & Co., Rochester, N. Y.
Florida Citrus Commission, Tampa, Fla. (fruits), 26 *t*, thru Ruthrauff & Ryan Inc., New York City.
Pure Oil Co., Chicago, 26 *ta*, thru Freitag Adv. Agency Inc., Chicago.
Ball Bros., Muncie, Ind. (mason jars), 26 *sp*, thru Applegate Adv. Agency, Muncie, Ind.
W. A. Sheaffer Pen Co., Fort Madison, Ia. (fountain pens), 30 *t*, thru Philip O. Palmer & Co. Inc., Chicago.
Victor Brewing Co., Jeannette, Pa., 91 *sa*, thru Fam Adv. Agency, Greensburg, Pa.
Rieck-McJunkin Dairy Co., Pittsburgh (ice cream), 14 *sa*, direct.

KFI, Los Angeles

Lehn & Fink Products Co., New York (Hinds cosmetics), 3 weekly *sp*, thru Kenyon & Eckhardt Inc., N. Y.
John Morrell & Co., Ottumwa, Ia. (Red Heart dog food), 4 weekly *sp*, thru Henri, Hurst & McDonald Inc., Chicago.
Cycle Trades of America Inc., New York (bicycle contest), 7 *sa*, direct.
Union Pacific System, Omaha (rail transportation), 4 weekly *sa*, thru Ernest Bader & Co., Omaha.
Max Mehl Numismatic Co., Fort Worth (old coins), 2 *sp*, thru Guenther-Bradford & Co. Inc., Chicago.
George A. Hormel Co., Austin, Minn. (soup), 65 *sa*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Sears, Roebuck & Co., Los Angeles (retailer), 5 weekly *sa*, thru Dana Jones Co., Los Angeles.

KTUL, Tulsa, Okla.

Wander Co., Chicago (Ovaltine), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.
Gold Dust Corp., New York (Silver Dust), 6 weekly *sa*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Ex Lax Mfg. Co. Inc., Brooklyn (proprietary), 2 weekly *t*, thru Joseph Katz Co., Brooklyn.

KGO, San Francisco

Zenith Radio Corp., Chicago (radios), 2 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Reid, Murdoch & Co., San Francisco (canned food), 6 weekly *sa*, thru Roy Alden & Associates Inc., Los Angeles.

WMAQ, Chicago

Florida Citrus Commission, Tampa, Fla. (citrus fruits), 26 *t*, thru Ruthrauff & Ryan Inc., Lakeland, Fla.

NETWORK ACCOUNTS

New Business

HUMPHREY'S HOMEOPATHIC MEDICINE Co., New York (proprietary) on Dec. 1 started *Sweethearts of the Air* on 3 NBC-WEAF stations (3 to be added Dec. 29), Sun. 1:45-2 p. m., Tues., Thurs., 10:30-10:45 a. m. Agency: Biow Co. Inc., N. Y.

CLICQUOT CLUB Co., Millis, Mass. (gingerale, sparkling water) on Dec. 21 starts *Harry Reser & Clicquot* Club Eskimos on 17 CBS stations, Saturdays, 8-8:30 p. m. Agency: N. W. Ayer & Son Inc., N. Y.

CAMPBELL SOUP Co., Camden, on Dec. 25 only broadcasts Lionel Barrymore in *Dickens Christmas Carol* on 71 CBS stations, 5-5:30 p. m., keyed from Los Angeles. Agency: F. Wallis Armstrong Co., Philadelphia.

COX GELATINE Co., New York, on Dec. 13 started *Jack Berch* on 5 NBC-WJZ stations, Fridays, 10:45-11 a. m. Agency: Joseph Katz Co., N. Y.

SPRATT'S PATENT Ltd., Newark (dog food) on Jan. 4 starts *Albert Payson Terhune Dog Dramas* on 12 NBC-WJZ stations, Saturdays, 5:30-5:45 p. m. Agency: Paris & Peart, N. Y.

L. C. SMITH CORONA TYPEWRITER Co., Syracuse, on Dec. 19 starts *Nine to Five* on 18 NBC-WJZ stations, Thursdays, 7-7:15 p. m. Agency: Newell-Emmett Co. Inc., N. Y.

BENJAMIN MOORE & Co., New York (paint) on Jan. 8 starts *Betty Moore* on basic NBC-WEAF network plus Northwestern (except WIBA), Southwestern, Southeastern, Wednesdays, 11:30-11:45 a. m. Placed direct.

QUAKER OATS Co., Chicago (cereal) on Jan. 4 starts program on basic NBC-WEAF network with WLW, KSTP, KFYR, WIBA, Saturdays, 5:30-6 p. m. Agency: Lord & Thomas, Chicago.

Renewal Contracts

HOUSEHOLD FINANCE Corp., Chicago, on Jan. 7 renews *Edgar Guest in Welcome Valley* on 18 NBC-WJZ stations, Tuesdays, 8:30-9 p. m. Agency: Charles Daniel Frey Co., Chicago.

PHILCO RADIO & TELEVISION Corp., Philadelphia, on Jan. 1 renews *Boake Carter* on 23 CBS stations, Mon. thru Fri., 7:45-8 p. m. Agency: Hitchins Adv. Co., Rochester, N. Y.

GENERAL MOTORS Corp., New York (autos) on Jan. 5 renews *General Motors Concerts* on 62 NBC-WEAF stations, Sundays, 10-11 p. m. Agency: Campbell-Ewald Co. of New York, N. Y.

GENERAL FOODS Corp., New York (Maxwell House coffee) on Jan. 2 renews *Lanny Ross Presents Maxwell House Showboat* on 60 NBC-WEAF stations, Thursdays, 9-10 p. m. Agency: Benton & Bowles Inc., N. Y.

SINCLAIR REFINING Co., New York (oil products) on Jan. 6 renews *Sinclair Minstrels* on 46 NBC-WJZ stations, Mondays, 9-9:30 p. m. Agency: Federal Adv. Agency, N. Y.

RADIO CORP. of AMERICA, New York (radio tubes) on Dec. 12 renewed *Magic Key of RCA* on 61 NBC-WJZ stations, Sundays, 2-3 p. m. Agency: Lord & Thomas, N. Y.

LEHN & FINK PRODUCTS Co., New York (Pebeco toothpaste) on Jan. 5 renews *Eddie Cantor* on 51 CBS stations, Sundays, 8-8:30 p. m., with repeat at 11 p. m. Agency: Lennen & Mitchell Inc., N. Y.

SPERRY FLOUR Co., San Francisco (flour) on Dec. 25 renews for 13 weeks *Male Chorus Parade* on KFRC and the Don Lee network, Wednesdays, 8:15-8:30 p. m. (PST). Agency: Westco Adv. Agency, San Francisco.

STANDARD BRANDS Inc., New York (Fleischmann's yeast for bread) on Jan. 5 renews *Bakers Broadcast* on NBC-WJZ network, Sundays, 7:30-8 p. m. Agency: J. Walter Thompson Co., N. Y.

STANDARD BRANDS Inc., New York (Fleishmann's yeast) on Jan. 2 renews *Fleischmann Hour* on NBC-WEAF network, Thursdays, 8-9 p. m. Agency: J. Walter Thompson Co., N. Y.

REAL SILK HOSIERY MILLS Inc., Indianapolis, on Jan. 5 renews *Life Is a Song* on NBC-WJZ network, Sundays, 9-9:30 p. m. Agency: Leo Burnett Co. Inc., Chicago.

SHELL EASTERN PETRO. PROD. Inc., New York, on Jan. 4 renews *Shell Chateau* on NBC-WEAF network, Saturdays, 9:30-10 p. m. Agency: J. Walter Thompson Co., N. Y.

OCCIDENTAL LIFE INSURANCE Co. of California, Los Angeles (insurance), on Jan. 1 renews for 52 weeks *Winning the West* on 5 NBC-KPO stations, Thursdays, 9:15-9:45 p. m. (PST). Agency: Charles R. Stuart Inc., San Francisco.

TILLAMOOK COUNTY CREAMERY ASS'N, Tillamook, Ore., (dairy products), on Jan. 3 renews for 13 weeks in *Woman's Magazine of the Air* on 5 NBC-KPO stations, Fridays, 3:15-3:30 p. m. (PST). Agency: Botsford, Constantine & Gardner Inc., Portland, Ore.

Network Changes

GORDON BAKING Co. on Dec. 11 changes *Lone Ranger* on MBS to Mon., Wed., Fri., 7:30-8 p. m.

ATLANTIC REFINING Co. on Dec. 14 adds *Bob Hope and Honey Chile.*

J. W. MARROW Co. on Dec. 4 changed *Betty Marlowe* to 3-3:15 p. m. Wed., Fri.

An Error Corrected

GROSSING $9,564,296 during the first 10 months of 1935, the NBC-WJZ (Blue) network has shown a gain of 15.4% over the same period of 1934—not a loss of 7.3% as erroneously reported in the Dec. 1 issue of BROADCASTING. This revenue estimate is based upon an approximate breakdown of the figures published by *National Advertising Records*, since NBC does not report individual totals for the Red and Blue networks. BROADCASTING regrets the error.

PRESIDENT APPEARS OFTENONNETWORKS

PRESIDENT Roosevelt during 1935 spoke 20 times over the CBS network up to Dec. 10 and 15 times over NBC networks up to Dec. 4, according to statistical reports issued by the respective networks on those dates. His Nov. 29 broadcast from Atlanta, during the Georgia Tech homecoming, marked his first use of the special combination microphone stand recently constructed for him by the CBS Washington plant.

NBC reported in addition that Secretary of Agriculture Wallace led the 398 federal government officials who spoke over its networks during the first 10 months of this year, broadcasting 16 times. Each member of the Cabinet spoke at least once, it reported, for a total of 65 broadcasts; 50 Senators spoke 111 times, and 96 Representatives spoke 177 times during the same period.

CBS reported that the Christmas Eve speech of the President, during the lighting of the National Community Christmas tree in Washington, will bring his 1935 total to 21 CBS addresses, which will mark 63 such appearances over that network since his inauguration.

Howard Clothes Twelfth Sponsor for Inter-City

A DOZEN accounts now are active on the Inter-City Group, with the signing of Howard Clothes Inc., New York, for WMCA, New York, WIP, Philadelphia and WPRO, Providence, it was announced Dec. 10. Of the dozen accounts, 11 run on WIP, six each on WPRO and WCBM, Baltimore, five each on WMEX, Boston and WOL, Washington, four on WLNH, Laconia, N. H., and three on WDEL, Wilmington.

The Howard program series comprises a 15-minute musical program Monday through Friday and on Sunday evenings. It is called *Howard Dandies* and features Beth Wilson, Jimmie Ray and the Fenton orchestra. The account was placed through Edmund Linn Associates, New York, for 26 weeks.

FRANCE'S government-operated broadcasting stations must pay authors of radio plays 500 to 1,000 francs (about 35 to 70 dollars) for each manuscript accepted, under a recent ruling.

YES — We have had a very good year
THANK YOU, — and
MERRY CHRISTMAS
Missoula K★G★V★O Montana

WBNX
NEW YORK'S METROPOLITAN AREA IS A VARIETY OF NATIONALITIES — EACH OF WHICH IS A BUYING MARKET IN ITSELF.
MARKS THE SPOT
Broadcasting in EIGHT languages besides English WBNX "speaks the language of your prospect".
WBNX—New York *Write For Booklet "Market Coverage"*

WHK
Sells 65 Tons of Coal with 2 Spot Announcements
A mild autumn had Cleveland's coal companies in the doldrums. People just weren't buying coal. The Ford Coal Company refused to sit back and wait for cold weather to sell coal. They bought just 2 spot announcements on W H K—no other advertising had been used this season. The results were immediate. In a few days they had delivered 65 tons to *new* customers—results which they attribute to their W H K announcements.
The record of W H K is filled with many similar success stories. Advertisers large and small, local and national have found that their best buy in Cleveland is W H K and prove it by spending more dollars on W H K than any other Cleveland Station.
WHK - First In Radio Showmanship
The Variety Annual Community Showmanship Survey again placed W H K FIRST in Cleveland. In fact, so successful has W H K been in entertaining Cleveland that 12 of W H K's own sustaining programs are being fed weekly to the Columbia Network of which W H K is a basic outlet. These and other popular programs are available to national advertisers. A wire or letter will bring you proof of W H K's leadership and suggestions on how to use it to increase your sales in the Northern Ohio Market.
WHK CLEVELAND
Radio Air Service Corp.
Terminal Tower - - Cleveland, Ohio
H. K. Carpenter, General Mgr.
C. A. McLaughlin, Sales Mgr.
FREE AND SLEININGER, Inc.
National Representatives

WKY

in the Forefront of Radio Enterprise

Third station in U. S. to start exploring the new field of ultra-high-frequency broadcasting

FROM radio's squawking infancy, WKY has been a pioneer . . . a trail blazer. It was the third station in the United States to air regularly scheduled programs, and from that early day it has pushed ahead step by step, always ahead of the crowd . . . always a pace setter in broadcasting progress.

Today, WKY is again in the forefront blazing a trail into the undeveloped, uncharted field of ultra-high-frequency broadcasting—a sure bet to arrive within the next few years to bring listeners static-free, high fidelity reception, facsimile and television.

WKY is now installing an RCA 100-watt ultra-high-frequency transmitter for experimental use—the third of its kind in the U. S. When ultra-high-frequency transmission arrives, WKY will be in on the ground floor and ready.

This latest pioneering move is a good example of the enterprising, progressive policy that keeps WKY in the forefront of radio progress, keeps it closely identified with majority community interest . . . and accounts for its gilt-edge popularity with listeners and advertisers.

WKY

Oklahoma City

Affiliated with the Daily Oklahoman, the Times and the Farmer-Stockman.

Representative:

E. KATZ SPECIAL ADVERTISING AGENCY

AGENCIES AND REPRESENTATIVES

J. CURTIS WILLSON, formerly in charge of the New York office of John Blair & Co. after having been in Detroit for the same concern, has joined the National sales staff of Hearst Radio Inc., in New York, representing the six Hearst-owned stations.

W. VINCENT LEAHY, formerly head of the agency by that name in San Francisco, has been named to direct the Sussman Wormser & Co. account for Botsford, Constantine & Gardner, San Francisco, which recently acquired the S & W advertising. Mr. Leahy is an account executive. The agency has enlarged its offices in the Russ Bldg.

GEORGE J. PODEYN, formerly with NBC and Batten, Barton, Durstine & Osborn Inc., has been named radio director of Fuller & Smith & Ross Inc., New York office.

LORENZO KENNON, formerly national expansion manager for Congoin Co., Los Angeles, has been made account executive for the Kelso Norman Organization, San Francisco, and will service radio along with other accounts.

DONALD COPE, radio producer for Benton & Bowles, New York, arrived in Hollywood early in December on a talent hunt.

GEORGE C. HOOPER, formerly of Chicago, has joined Firestone Adv. Agency, St. Paul, and will service Kremola Co. and other accounts. Spot broadcasts are planned for Kremola in Chicago and other markets, supplemented by magazine advertising.

ROBERT M. HIXSON, president of Hixson-O'Donnell Inc., Los Angeles agency, is the father of a boy born in November.

Kids Period

KNX, independent Hollywood station, has taken advantage of the 5-7 p. m. release of network shows on the West Coast to establish a *Kids Period* at the same hours, bidding for adolescent listeners. The slogan of the campaign is "What Junior Wants—Mother Buys". The station recently employed a sky-writer to write in mile-long letters "Kids—6 p. m.—KNX". Recently 8,000 youngsters were guests at a free baseball game, each having obtained the "password" via the station. Grocery outlets had distributed package inserts calling attention to the game.

McCARTY Co., Los Angeles agency, early in December merged with Waters & McCleod. The McCarty Co., organized in 1919, and Waters & McCleod, founded in 1920, will maintain offices in the Bendix Bldg. under the name of The McCarty Co. Terrell T. McCarty, continues as president and H. E. Cassidy as executive vice president.

HILLMAN-SHANE Adv. Agency, Los Angeles, has moved from the Oviatt Bldg. to 412 West 6th St.

ROBLES & STODEL, Los Angeles radio agency, early in December became the Stodel & Kramer Agency. Offices will be in the Haas Bldg.

ALLAN W. KERR, for the last eight years with the merchandising department of the *New York News* and space salesman for *True Story Magazine*, has joined the New York staff of Free & Sleininger, station representatives.

SAM MOORE, in charge of West Coast editorial content of radio programs for clients of J. Walter Thompson Co., went to New York recently, Robert Colwell, of the New York office, substituting until his return.

EUGENE J. COGAN for eight years space buyer of Paris & Peart, New York, has been named an account executive and is succeeded by Frank H. Pamentel, his assistant. John S. Allen, formerly of Kenyon & Eckhardt, is assisting Mr. Pamentel.

CARPENTER-ROGERS Co., Dallas agency, has changed its corporate title to Rogers & Smith Adv., with association of H. N. Smith, formerly of Rogers & Smith, Chicago. The two agencies are now affiliated.

L. S. GILHAM Co. Inc., Salt Lake City, has been changed to Gillham Adv. Agency, with Lou Richardson named vice president. M. C. Nelson is president.

BYREN & WEIL Inc is the title adopted by the former Byren-Weil-Weston Inc., agency, Philadelphia, following a merger of assets.

CHARLES PERRINE, San Francisco representative of Ruthrauff & Ryan Inc., spent the first half of December in Los Angeles.

WESTERN ADV. AGENCY, Inc., Seattle, has established a San Francisco branch at 307 Mills Bldg., to service its California clients formerly handled by the main office. E. E. Albertson, formerly of Albertson & Kemper, San Francisco agency now defunct, has been appointed manager for the branch office. Albertson was at one time vice-president and Pacific Coast manager for Albert Frank-Guenther Law, Inc.

Joins Long Agency

HASSEL SMITH, for the past three years account executive for KFRC, San Francisco, resigned Nov. 30 to become copartner with Alvin Long in the Long Adv. Service, San Jose, Cal. He has taken charge of the newly established San Francisco offices at 1246 Russ Bldg. Before coming to KFRC, Smith, who is nationally known in radio and advertising circles, was general sales manager for the Kirsch Co., Sturgis, Mich. Prior to that he was associated with the William H. Rankin Co., Chicago agency. At one time he directed his own merchandising organization in Denver.

Bijur Joins Agency

GEORGE BIJUR, formerly CBS director of sales promotion and advertising, has joined Fletcher & Ellis Inc., New York, as vice president and director. He will be in charge of the agency's creative departments. Mr. Bijur has abandoned plans to form his own agency. Prior to his position with CBS he was in charge of publicity for L. Bamberger, Newark, and at one time was with Macy's and Erwin, Wasey & Co., New York.

Attacks Grid Barrier

WBT, Charlotte, will send its program director, Charles H. Crutchfield, to Richmond to present the case of radio at the Southern Conference football meeting. WBT is attempting to break down the Conference clause which forbids broadcasting of its games. The only major intercollegiate conference with such a restriction, WBT anticipates obtaining permission at this session which will give it all of the big games in the South next season, not only for WBT but for the entire Dixie network of CBS.

RED!!! WE REVEL IN IT!

. . . and it's caused by blast furnaces in operation around Pittsburgh. It is the Steel City's barometer of business and industrial conditions.

The skies are RED over Pittsburgh NOW . . . and little wonder:

1. **Steel production . . . highest November since 1929.**
2. **More persons employed than since May, 1931.**
3. **Payrolls heaviest since April, 1931.**
4. **Since July, 50,000 have returned to jobs they lost in the last five years.**
5. **Where the average worker earned 35c in Feb., 1933, he now gets 75c—more than double. (Bureau of Business Research, U. of Pittsburgh.)**

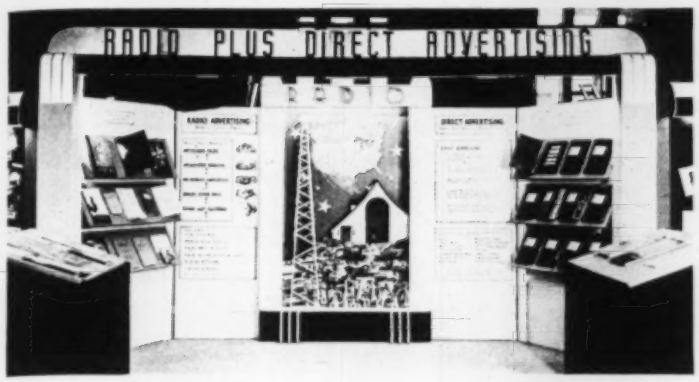
. . . RED Over Pittsburgh . . . plus Program Over WCAE . . . equals: SALES IN THE BLACK.

WCAE

PITTSBURGH • BASIC NBC RED NETWORK

National Representative

HEARST RADIO NEW YORK CHICAGO SAN FRANCISCO



Radio Display in Exhibit Promoting All Media

TEAMWORK between all advertising media to produce the best results for the advertiser is the theme of the exhibit of the Direct Mail Advertising Association Inc., which is being shown in various cities throughout the country in conjunction with meetings of the local direct mail organizations.

The basic idea that direct mail can be effectively used to tie in with any other medium is carried out by a series of displays contributed by radio, newspapers, general magazines, business films, business papers, outdoor, street car, and window display groups. Following the same theme is a talking motion picture "Teamwork" in which a spokesman for each advertising industry presents a brief outline of the advertising function of his medium.

Speaking for the broadcasters, Leo J. Fitzpatrick, manager of WJR and president of the NAB, tells radio's story as follows:

"Three billion dollars have been expended to date in the broadcasting industry since the inception of its use as an advertising medium. The bulk of this expenditure was made at the very depths of the depression. Such an investment in a new experimental medium on the part of the American business man can only be repaid by continued creative forces. We must achieve a destiny worthy of the great mechanics, of nature and of science which has made radio possible. We feel that business and industry have thrust a challenge generally to the entire broadcasting and advertising world. Engineers and manufacturers, oblivious to the grim facts that the nation was weighed with depression, all through these dark days were creating and forming the plans and ideas for a new era of prosperity which is now so surely at hand. Advertising is the medium by which other courageous forces will be made productive. Every form of advertising, the printed word, the spoken word, pictures and radio will be employed in creating one great irresistible force by which the American manufacturer will be resolved into unprecedented progress and the fruits of their labors will be enjoyed in every home in the country. I know that broadcasting will be in the very foreground of that effort."

The radio display was furnished cooperatively by NBC, CBS and MBS.

Haley's M-O Discs

STERLING PRODUCTS Inc., New York (Haley's M-O), began a new series of programs over WLW and WOR, Dec. 2, using quarter-hour WBS discs broadcast Mondays through Fridays. The WLW program is given during the morning, the WOR in the late afternoon. The talent is a dramatic sketch titled *Way Down East*. Sterling Products acquired Haley's M-O from Wasey Products some time ago, this being the first radio effort on the part of the new owner. Contracts are for an indefinite period with expansion of the station list possible. Blackett-Sample-Hummert Inc., New York, is the agency.

South and Broadway

(*Continued from page 44*)

Radio is especially well-adapted to advertising convenience goods. Time for "Old Dutch" to repeat?

* * *

SPEAKING of repeats, isn't it time for radio to have its own revivals? The movies are bringing out old successes from the silent and early talking picture days. The theatre has done it for years. Radio has come to an age where revivals should be profitable and possible. Many old programs and program names still retain a listener good will which should lend them a ready hearing.

* * *

WHAT about *Main Street Sketches* which still holds the record for mail response to a single announcement made over a single station . . . 165,000 requests? The old *Slumber Hour* was as popular as it was psychologically sound. STATION BREAK hasn't found anything to take its place to date . . . except possibly the Carnation *Contented Hour* and Wayne King, . . . and neither of these quite fill the bill. There must be many other old offerings which would profit by refurnishing and reintroduction over the air. What are your suggestions? Or are we all wrong?

ANNOUNCERS at KNX, Hollywood, on Dec. 14 were divided into two teams and staged two half-hour shows of their own for the air with cash awards offered as prizes.

Tie This One!

Under date of November 19, Albert Davis of Newport, Arkansas, wrote as follows:

"I am a constant listener to your Midnight Jamboree every Saturday night, and like it fine; also have started others to listen in. I am trying to get a bunch to decide to drive East before long and attend the Jamboree."

But, someone might add—"SO WHAT"!

Well, it is our opinion that any time a radio station puts on shows such as our Saturday Jamboree, which get folks in the notion to "drive East" (1000 miles from Newport, Ark., to Wheeling, W. Va.) that station has *something* in its general program structure. Yes, and WWVA does have that *something* — something in our make-up that makes folks want to drive 1000 miles to see us. That's not an accident by any means—we purposely reach out beyond the microphone, put our arms around folks and make them like us. Is it any wonder we sell plenty of merchandise for a long, long list of advertisers who cast their lot with us?

Investigate WWVA's legion of responsive listeners in Eastern Ohio, Western Pennsylvania and West Virginia, to say nothing of the bonus listeners—such as Mr. Davis.

West Virginia Broadcasting Corp.

Hawley Building
WHEELING, W. Va.

Representatives
J. H. McGILLVRA
485 Madison Ave., New York
JOHN KETTLEWELL
Palmolive Bldg., Chicago

Columbia Station

5,000 WATTS
WWVA
1160 KILOCYCLES

THEY ALWAYS COME BACK!

Here's our record of renewals:

We handled all, or the majority of, radio advertising for the following shows. (Only the largest shows included.)

4 AUTOMOBILE SHOWS
3 FOOD SHOWS
3 SPECIAL OPENINGS

We booked the following talent for these shows:

THE MERRY MACS
JACKIE HELLER
ALICE JOY
MORIN SISTERS
PAT KENNEDY
KING'S JESTERS
GYPSY NINA

Also, dozens of local acts:

Orville Foster and his orchestra, High and Low, Jimmy Apostle—and many others.

We brought Gypsy Nina out for the 1936 automobile show.

On or off the radio, Iowa likes the way we do things. That's the reason important exhibitions, like the automobile and food shows, come back to us every year for their radio advertising and show talent. It means we are getting results—results that have changed the radio set-up in Iowa in less than a year's time.

Write for the full story; or call local offices of John Blair & Co.

THE IOWA NETWORK

KRNT CBS BASIC Des Moines WMT NBC BASIC BLUE Cedar Rapids-Waterloo KSO NBC BASIC BLUE Des Moines

FOR KANSAS CITY COVERAGE
WREN
"A Bird in the Hand"

WE WERE SO YOUNG— SO INNOCENT— ALACK!

Before we ever operated a radio station, we never dreamed that we were supposed to be "covered" by some half-dozen distant stations. ● Innocent and untutored, we listened only to *very* near-by outlets. ● We still believe most people do the same. So we use our energy trying only to cover our own 1,000,000 real neighbors, and leave the rest of the world for *their* local stations. ● Hence you get a lot of *primary* audience, at small station rates. ● An N. B. C. outlet.

Representatives in New York and Chicago: Free & Sleininger, Inc.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

New California Station Favored if It Stays on A Strictly Local Basis

INDICATION that the FCC desires new local stations to remain strictly local was supplied in the recommendation Dec. 11 of Chief Examiner David G. Arnold (I-150) that Clark Standiford, Visalia, Cal., be granted a construction permit for a new full-time 100-watt station on 1310 kc., "with the understanding that the station is to remain a local station and not engage in chain broadcasting."

Adoption of this report by the FCC, it is pointed out, might set a precedent in the authorizing of new local stations.

Back of the report, it is suggested, is the belief that such limitation on new local stations will conform to the intent of Congress in passing the Communications Act, when a desire was repeatedly voiced that smaller communities be given radio facilities of a strictly local character.

In many cases new 100-watt stations soon go after power increases, this sometimes leading to network affiliation. The result, it is pointed out, is that the programs lose their local character and the purpose of the granting of local stations is defeated.

WHEN the DuPont *Cavalcade of America* program over CBS dramatized the history of the medical profession, WFBL, Syracuse, sent a notification letter to 400 doctors and surgeons.

"I get lower cost inquiries from spot radio advertising

in NEBRASKA

than anywhere else in the United States!"
-says a National Advertiser

This is but one of many similar cases we would like to tell you about. Have us explain how Spot Radio Advertising in Nebraska is obtaining volume mail at low cost—opening up distribution—building heavy dealer sales.

Income here is above the average. Nebraska ranks FIRST in farm income, per capita. Buying activity is better than in 4 years. The number of radio listeners is large.

For complete market data and rates write the association office, or any of the individual stations shown below.

MISSOURI VALLEY BROADCASTING ASSN.
Omaha, Nebraska

KOIL, Omaha, Nebr. and Co. Bluffs, Ia.
KFAB, Omaha, Nebr. and Lincoln, Nebr.
KFOR, Lincoln, Nebr.
WOW, Omaha, Nebr.
WJAG, Norfolk, Nebr.
KGBZ, York, Nebr.
KMMJ, Clay Center, Nebr
KGFW, Kearney, Nebr.
KGNF, North Platte, Nebr.

GOOD-WILL AND ADVERTISING

How Radio Can Be Used to Develop Responsive Public Is Explained by Mr. Frothingham

Mr. Frothingham

GOOD-WILL advertising, shunned by some advertisers as an expensive luxury, produces results that can be measured in dollars in addition to doing an "institutional job", according to Roy S. Frothingham, sales promotion and research counsel, San Francisco.

Speaking recently before the Graduate School of Business, Stanford University, on "Good-will Value of Good Advertising", he explained how this form of promotion can prove of value to the advertiser.

"In California," said Mr. Frothingham, "the petroleum companies took the lead in building responsive public relations and good-will. Their use of advertising is a story in itself. The sales objective is never lost. Good argument and reason-why explanation accompany good taste and persuasion mixed with good humor. Anxiety to sell doesn't give way to 'anxiety advertising' with its exaggerated claims. All gasolines at one time or another have claimed 'more miles per gallon'. Now their advertising talks about station service, lubrication, octane, ethyl, and the demand of modern automobiling, on fuel. You know the Shell campaign with its constant reminder that 75% of your driving is done within 10 to 25 miles of home, and Standard's emphasis on 'Standard Unsurpassed', while Associated promotes its service station men and 'aviation ethyl.'

Doing a Sales Job

"YOU WILL find those who believe radio to be an excellent medium for building good will, but doubt its ability to do an advertising sales job. Others are confident of radio's ability to sell, but can't sell it for improving public relations. Among experienced advertisers, the majority use radio to do a selling job and also to build good will. Their reasoning is very simple. Everybody likes to be sold by persuasion. Everybody likes to be entertained. Everybody likes the variety of entertainment offered by radio. The radio owner, unlike the man with a phonograph, and records to play, is quite dependent upon the station and broadcaster for his radio entertainment. This gives the advertiser a chance to make his radio advertising a service to radio owners.

"A number of advertisers, in the development of their radio programs, like *Maxwell House Show Boat*, have created characters, scenes, and situations which now make the copy and illustration for their newspaper, magazine, poster and car card advertising.

"Others, like Texaco, have reversed the process, and have transferred scenes and characters from *their* established magazine and newspaper advertising to their radio broadcasting. Others, like Standard Brands in behalf of gelatine and tea, have underwritten as sponsors, the expense of giving listeners certain programs for which a large following has been built up by the station. *One Man's Family* is a case in point. General Motors, Ford, and others delight in giving listeners the finest talent available in opera and concert.

"Western radio observers credit Standard Oil of California with the most consistent use of radio for building institutional good will. The *Standard Symphony* broadcast each Thursday night and the *Standard School Broadcast* released every Thursday morning have been on the *air* continuously since 1926.

"Bank of America, Richfield Oil, Occidental Life Insurance Co.,—all put good-will *into* their radio broadcasting and get good-will *out* of it. The same holds true for such nationally known programs as *World Peaceways*, sponsored by E. R. Squibb & Son, Remington Rand's *March of Time*, and Barbasol's *Voice of Experience*. On the Pacific Coast, Sperry Flour's *Male Chorus Parade*, is a most effective good-will builder."

WFIL adelphia
Only Philadelphia outlet for N. B. C. Basic Blue Network
560 Kilocycles 1000 Watts

You're In Good Company on WHIO

NBC RED

A & P	Larus Tobacco
Alka-Seltzer	Lucky Strike
American Home Products	Ludens
American Radiator	Dr. Lyons
Bayer Aspirin	Marrow Co.
Briggs	Maybelline
Bromo-Seltzer	Molle
Cities Service	Pepsodent
Climalene	Ralston-Purina
Colgate-Palmolive-Peet	Texas Co.
Elgin Watch	Sherwin-Williams
Firestone	Standard Brands
Fitch	Swift & Co.
General Foods	Vick's
General Motors	Wheatena

NBC BLUE

Alka-Seltzer	R. C. A.
Palmolive	Super-Suds

THE DAYTON DAILY NEWS WHIO DAYTON OHIO
BASIC NBC BLUE NETWORK
BASIC NBC RED NETWORK

39 S. LUDLOW, DAYTON, OHIO

RADIO ADVERTISERS

TIDEWATER OIL Co., New York, has signed up for a year the *Sports Reporter* series on WFBL, Syracuse. The program was originally signed for six months with a 15-minute spot daily. At the termination of the contract, the renewal was increased to a period of one year, with six programs weekly added.

ONOX ANTISEPTIC Co., San Francisco, national manufacturers and distributors of Onox (athlete's foot remedy), has appointed Sidney Garfinkel Adv. Agency, that city, to direct its advertising and will include radio in its 1936 budget, now being made up.

STEWART-WARNER Corp., Chicago (radio sets, auto accessories), has placed its refrigerator and radio advertising with Hays MacFarland & Co., Chicago. A line of refrigerators understood to employ unusual features is to be introduced.

MIDLAND BAKING Co., Peoria, Ill. (Honey Krushed bread), has named Shaffer-Brennan Co., St. Louis, as its advertising counsel.

CENTLIVRE BREWING Co., Fort Wayne, Ind., has placed its advertising with Suedhoff & Co., Fort Wayne.

SUSSMAN WORMSER & Co., San Francisco (S & W foods) has named Botsford, Constantine & Gardner, that city, to service its account.

BREESE GRAIN Co., Breese, Ill. (Sentry pancake mix) is advertising through Shaffer-Brennan Adv. Co., St. Louis, with radio included in its plans.

NORTH AMERICAN CONTINENTAL Corp., New York (Plus-Four Scotch whiskey, etc.) is placing radio advertising direct.

CROWN OVERALL MFG. Co., Cincinnati, has placed its advertising with H. W. Kastor & Sons Adv. Co. Inc., Chicago.

EARNSHAW KNITTING Co., Newton, Mass. (Vanta baby garments) has placed its advertising with H. B. Humphrey Co., Boston.

INVESTORS SYNDICATE, Minneapolis, has transferred its account to Young & Rubicam Inc., Chicago.

PASADENA PRODUCTS Co. Inc., Pasadena, Cal. (proprietary) is placing advertising through Guenther Bradford & Co. Inc., Chicago. The radio appropriation is $2000.

GENERAL ELECTRIC Co. Bloomfield, N. J., has named Maxon Inc., Detroit, to direct advertising of its air conditioning and hearing department. Plans for the account have not been announced.

C. M. CHESTER, president of General Foods Corp., has been named successor to E. F. Hutton, resigned, as chairman. Clarence Francis, executive vice president, succeeds Chester, his former post being abolished.

Cox Gelatine Goes Net

COX GELATINE Co., New York (dessert) began a new series of musical programs on five NBC-WJZ stations on Friday, Dec. 13, 10:45-11 a. m., to run each Friday thereafter. Stations are WJZ, WBZ-WBZA, WBAL, WMAL. The contract is for 13 weeks with option to renew. Jack Berch is the entertainer. Joseph Katz Co., New York, placed the account.

SETS SET RECORD
Sales of Receivers This Year To Pass 5 Million

SALES of radio receivers in 1935 will smash all existing records, according to the Radio Manufacturers Asosciation, by exceeding the 5,000,000 mark. Bond Geddes, executive vice president of RMA, announced Dec. 3 present indications are the 5,000,000 mark will be eclipsed for the first time in history. The previous high mark was in 1929 when 4,400,000 units were sold.

"Industry sales of radio tubes, parts and accessories have shown similar increases in the year now closing," he said. "With the business upturn and assured broadcasting features, especially with the presidential election, the prospects for 1936 are viewed with optimism by industry leaders."

STUDIO NOTES

THE KMOX Radio Playhouse, an auditorium studio seating 600, has just been completed in the Mart Building, St. Louis. The stage is fully equipped with lighting effects and is hung with velvet draperies.

UNDER the title *Airology*, WMMN, Fairmont, W. Va., is publishing a weekly program booklet, with studio and station gossip for fan consumption. Frequent mention is made of "890", the WMMN frequency. The new studios at Clarksburg, W. Va., nearing completion, are described, as well as operation of new Western Electric microphones.

KFRC, San Francisco, is remodeling its studios and offices in the Don Lee Building, installing many improved facilities for programs and auditions. The entire business of broadcasting will be done on the second floor, and a new rubber tiled main foyer will lead to the studios, offices and audition rooms. Changes are likewise planned for the monitoring and control rooms.

KROW, Oakland, is installing a model electric kitchen in its new studios now being built at 464 19th St. The kitchen will be under direction of Arlien Betty Colon, formerly in charge of the home economics department of WHK, Cleveland.

KOIL and the Omaha studios of KFAB have been enlarged to occupy half of the top floor of the Omaha National Bank Bldg. An assembly room is being converted into additional studio and office space.

NEARLY all of the talent of WXYZ, Detroit, presented a two-hour personal appearance show at Maybury Sanitarium, Northville, Mich. About 200 patients saw the show, some 2,000 others hearing it on the hospital radio system via headphones.

WJIM, Lansing, has purchased a Hammond electric organ.

IOWA BROADCASTING SYSTEM has consolidated its merchandising and sales departments with A. H. Burtis in charge. Two new full-time members bring the staff to four. Mr. Burtis formerly was in charge of promotion for the AP Feature Service, New York.

Ward Baking to Present Child Program on CBS

WARD BAKING Corp., New York (Ward bread, cakes, etc.) will present a new series programs over 11 CBS stations beginning Dec. 17, 6:15-6:30 p. m., Tuesdays, Thursdays and Saturdays. The program, titled *The Parade of Youth*, will be conducted by Laddie Seamen as master of ceremonies. The rest of the cast will change as the sketch progresses. The 11 stations will be confined within a limited area—Syracuse to the West, Boston to the East and Baltimore to the South. Contract is for 13 weeks.

In launching the new program, aimed at the child audience, the sponsor has announced a novel merchandising plan. Every juvenile listener will be invited to submit news stories to "Scoop Ward", the fictional reporter, and for the best items submitted each week prizes will be allotted. Badges will be given to all children applying for them through their Ward dealer. No proof of purchase is necessary. (The baking industry has a gentleman's agreement not to use this type of promotion.) The best items submitted by the child listeners will be dramatized and presented on the air, supplemented by other news written especially for the program by the agency handling the account, Fletcher & Ellis Inc., New York.

HIGH praise from the critics has greeted the first motion picture appearance of Fred Allen, who appears for Bristol-Myers Co. weekly over the NBC-WEAF network, in the picture *Thanks a Million*.

WJAY

CLEVELAND, OHIO

WE DIDN'T SAY IT!
CLEVELAND AD CLUB
said it!

"In analyzing our contest results WJAY has complete coverage of Cleveland—a very complete coverage of the entire state of Ohio—especially in rural sections. A goodly portion outside the state and pulling power even in Canada."

THANKS, C. A. C.
YOU said it!
EDYTHE F. MELROSE
General Manager

1936
BROADCAST PROBLEMS SOLVED

TRANSCRIPTION PROGRAMS

For Limited or Unlimited Broadcasts

1 HOLD THE PRESS
Thrilling newspaper series
2 REPORTER OF ODD FACTS
Five minute spot series
3 ADVENTURE BOUND
Juvenile story of the sea
4 BILL - MACK - JIMMY
Juvenile air series

For Regional Sponsorship

1 SCHOOL DAYS (comedy)
2 HEROES OF THE AIR (war aces)
3 ROGUES GALLERY (true detective)
4 LOVE LETTERS (human interest)
5 RACKETY RACKETS (exposing rackets)
6 FAMOUS TRIALS OF HISTORY
7 ROMANCE OF THE COMSTOCK LODE (gold rush days)
8 RIDERS OF THE BAR Z RANCH (juvenile, wild west)
9 JUNGLE TRAILS (thrilling study of animal and native life)
10 THUNDERING RAILS (railroad adventure)
11 SPOTLIGHT ON SPORTS (65 different sports)
12 GONG MURDER MYSTERIES (A chill a minute)

Samples on Request

R. U. McINTOSH
AND ASSOCIATES, INC.
2614 W. 7TH ST. ● LOS ANGELES, CALIF.

WIL
THE BIGGEST LITTLE STATION IN THE NATION
ST. LOUIS, MO.

NORFOLK, VIRGINIA

WTAR

COMPLETE NBC SERVICE

EDWARD PETRY & CO. National Representatives

PROGRAM NOTES

FOUR football broadcasts originated at the same time from Southwest Broadcasting System, nine in four playing days, toward the end of the gridiron season. On Nov. 30 the Rice-Baylor game was broadcast from Houston for two SBS stations, and at the same time the Southern Methodist-Texas Christian game in Fort Worth was broadcast over a split SBS network, over CBS and in addition a direct wire carried the game to KFWB, Los Angeles, with three pairs of announcers at their respective mikes. At 1:45 the same afternoon a group of SBS stations carried the Magnolia Beer pregame broadcast, followed by a switch to Houston at 2 p. m. for the Rice-Baylor pickup and the Southern Methodist game at 2:15.

WDGY, Minneapolis, has been drawing a full house for its *Broadway Broadcast* programs staged from the Lyceum Theater. The program is sponsored by six business firms, the plan being to get customers into their places of business by giving tickets to the show with each purchase.

KNX, Hollywood, on Dec. 9 inaugurated a series of 13 weekly afternoon programs in cooperation with the board of education and the music critics of local dailies. The music appreciation series will be called *Significant Aspects of Music*. Staff artists are used with lectures by visiting critics and teachers.

WRC, Washington, has started the *WRC Home Forum* under Mary Mason, prominent in home economics and cultural lines. The program is aired every week-day afternoon with participating sponsorship. Commercials are woven into the continuity to avoid a break in the entertainment value. Guest speakers are introduced from time to time.

A Break for Skeets After All

IT WAS radio's hardest luck story when William B. (Skeets) Miller, NBC night program manager, was squeezed by philatelists' mail out of the maiden trans-Pacific *Clipper* flight. But it wasn't so bad when he got to take the second trip, with Harold P. See, NBC engineer, looking after the apparatus. Miller was assigned to the *Philippine Clipper*, sister ship of the *China Clipper*. Here he is in the cabin with Capt. Edward C. Musick, commander.

KMBC, Kansas City, participated in inauguration of the new Chamber of Commerce president with an elaborate broadcast. City and chamber officials, flying above the city, broadcast while members of the C. of C. listened to the short-wave broadcast. Just as the ceremony ended the plane touched the airport where a switchover was made to the KMBC Newscaster Car, with motor running. Erle Smith, KMBC news editor, was in the car and interviewed officials on the way to the C. of C. meeting. The program continued from the meeting.

UNIVERSITY Broadcasting Council, producers of radio programs for Chicago universities, has inaugurated a new series of bible stories, told by Father Joseph Phoenix, C. M., of De Paul University, with an organ background to match the mood of each story created and played by Arthur C. Becker, dean of music at De Paul. Program is broadcast each Wednesday afternoon over WGN, Chicago.

KLX, Oakland, Cal., has inaugurated a series of daily *Police Safety* programs with Police Chief B. A. Wallman, speaking, by remote control, from his office in the City Hall. In the interest of public safety, his talks cover all phases of police work, including juvenile safety, property protection, traffic regulations and allied subjects. Police reports on accidents and law violations are being used as illustrations.

TYPICAL of its public features, according to the special events bureau of WNYC, New York municipal station, was the broadcast presenting Mayor Fiorella H. LaGuardia from a hospital bed in connection with the opening of a muncipal program to raze 90 buildings for a Brooklyn Bridge plaza. The mayor has used the station many times in the last two years.

THE *New York World-Telegram*, Scripps-Howard newspaper, on Dec. 9 switched all its radio programs from WMCA, New York, to WHN, the same city. This expanded service will consist of four news broadcasts a day, in addition to the usual noon and closing stock prices which will be broadcast from Monday through Friday. On Saturday there will be two news broadcasts and the closing stock prices. No service will be given on Sunday. Clifford Benet, who has been on the air broadcasting news and stock prices from the editorial rooms of the newspaper for the last four years, will continue the program over WHN.

KGFF, Shawnee, Okla., has been active in directing the search for Ray Evans, prominent citizen, believed to have been one of the victims of a maniac killer. Flash announcements have been made, with sponsors permitting interruptions in their programs because of the wide interest in the incident.

NEW YORK police are dramatizing their daily program on WNYC, that city, in describing persons reported missing by relatives or friends. The police endeavor to convey with unrelenting suspense and graphic details a mental picture that will be remembered by the listener. The police department has distributed display features promoting the program.

KFEL-KVOD, Denver, again will broadcast the holiday charity auctions of the Denver Goodfellow Club.

WNYC, New York, broadcast New York hearings of a Congressional committee investigating patents and the patent law system under the chairmanship of Rep. Sirovich (D) New York.

A NEW series on WINS, New York, titled *The Court of Literary Justice*, deals with modern books and their authors, using a dramatic cast. The program is conducted by Wilbert Newgold.

WQAM, Miami, Fla., finds its broadcasts of meetings of the City Fathers so popular that it now has extended the feature to include entire sessions, which consume an entire morning.

WRAK, Williamsport, located in a hunter's paradise, daily broadcasts hunting news of the day, along with kills of deer registered at different camps.

WNEW, New York, will broadcast exclusively a dramatized version of *Bruno Richard Hauptmann's Own Story*, by the alleged kidnaper of the Lindbergh baby. Paul Rafael, head of the WNEW continuity department, is following the exact Hauptmann text, with a cast of actors taking the parts.

ON THE *Greetings! This Is Another Day* series of WBIG, Greensboro, N. C., six canaries are featured by a sponsor advertising as "The Canary Singing School". Listeners bring their canaries near their receivers and the studio birds teach them to sing. The idea is quite successful, according to Bill Parker, conducting the program.

WPTF, Raleigh, N. C., broadcast a first night recently at the premier showing of the movie *So Red the Rose* at the State Theatre. A booth was set up in the foyer, with the broadcast lasting 45 minutes.

WFBL, Syracuse, is publicizing its programs with a quarter-hour daily program *On the Air*, telling all about programs for next 24 hours. Sponsors are mentioned, as well as specialties and guest artists to be heard.

BIRTHDAYS . . .

come and go. Now the Radio Transcription Company of America has celebrated its sixth and embarks on the seventh year of usefulness and service to sponsors, agencies and stations.

The Transco production list ranges from short series to the longer serials, from the simple routine to the complicated production. Soloists, gag men, quartets . . . and so along to augmented orchestras, outstanding symphonies and all-star drama companies.

You will find a Transco program available for all kinds of sponsors . . . and especially those who are hard to sell. Transco transcriptions help you sell time on long term contracts.

RADIO TRANSCRIPTION COMPANY OF AMERICA, LTD.

HOLLYWOOD OFFICE 1509 N. Vine Street ● CHICAGO OFFICE ● 666 Lake Shore Drive

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate *1,000 Watts*

The ONLY Blanket Radio Coverage of Prosperous Western North Carolina—

"The Quality Market of The Southeast".

RADIO STATION REPRESENTATIVES

WALTER BIDDICK CO.

568 Chamber of Commerce Bldg., Los Angeles
1358 Russ Bldg., San Francisco, California
1038 Exchange Bldg., Seattle, Washington
619 Charles Bldg., Denver

MAYOR KELLY of Chicago, municipal court judges, city and state officials and other prominent citizens will be guest speakers in a series of programs presented by the Eagle Scouts of Chicago over WBBM. Titled *The Trail to Citizenship*, the series is planned to present the objectives and activities of Scouting and each program will deal with one aspect of the Boy Scout movement. In addition to the guest speaker, each broadcast will also include a dramatic episode of Scout life presented by the Eagle Scouts. The programs are broadcast every other Saturday morning.

FOR the fifth successive year Low Price Filling Station, Muncie, Ind., is sponsoring Muncie High School basketball games, at home and abroad, on WLBC, Muncie.

A SERIES of vocational guidance programs, aimed especially at high school seniors, has been launched at KMOX, St. Louis. The programs, broadcast on Saturday afternoons, include interviews with and talks by prominent educators, business and professional men in the St. Louis area, and are put on with the cooperation of Jefferson College of the Y. M. C. A.

EVERY day is a holiday, WBNX, New York, believes, and has started a daily series of anniversary days, with *Danny and August*, headline hunters, in charge.

THE *WLS National Barn Dance* drew its 400,000th paid admission recently in its 194th consecutive week. Six advertisers sponsor segments of the program.

RETAIL grocery outlets to the number of 34, as well as four theatres and three newspapers are cooperating with WBIG, Greensboro, N. C., Christmas, to aid the Salvation Army's Christmas Basket Fund. The organization, known as the "Good Fellows Club", gives a daily program at noon.

WKRC, Cincinnati, is broadcasting *Bulletin Board of the Air* every Thursday, with announcements given of activities of Cincinnati clubs, schools, churches and social groups.

WGAR, Cleveland, completes its fifth year on the air Dec. 15 and an all-night anniversary program will include addresses by prominent civic personalities. At the same time the new 384-foot vertical antenna will be used.

LED by "Bing Lee", professional canary, studio canaries of WBIG, Greensboro, N. C., take the air at 7 a. m., with listeners placing their birds near receivers to absorb daily lessons from the trained choristers.

WHIO, Dayton, is broadcasting Sunday half-hour programs dedicated to and presented by Ohio colleges. First college on the program was Wittenberg, of Springfield, O.

Burlesquing Radio

STANDARD RADIO Inc., Hollywood transcription producer, is recording a series of 39 discs titled *The Last Nighter*, which handle the familiar comedy-plus-orchestra combination in a way that has long been successful on the stage but that has seldom been used on the air. Joe Twerp and his stooges burlesque radio's more familiar features in short, snappy, rapid-fire gag sequences; Jimmy Grier's orchestra furnishes "hot" music. The result is a quarter-hour program of pronounced masculine appeal.

WHAM, Rochester, N. Y., broadcasts weekly *True Stories of the New York State Police*, sponsored by Rochester Gas & Electric Co. Continuity is by Wayne Shoemaker with Jack Lee, production manager and announcer, as well as a half dozen actors assisting.

WFIL, Philadelphia, has increased its news periods to six daily in addition to four news participation programs.

TRANSCRIPTIONS

RESEARCH Council of the Academy of Motion Pictures, Hollywood, on Dec. 2 inaugurated a study course for sound recording for a period of 12 weeks with classes held at the Hollywood High School evenings in two sections of 50 each. A. P. Hill, ERPI superintendent, instructs with a subcommittee including Gordon S. Mitchell, Ralph Townsend, Burton F. Miller, J. G. Frayne and William Thayer. Though primarily for studio technicians, it will include recording on both film and transcriptions.

EASTERN RECORDING Co., with Herbert Schorr as executive head, has opened offices and studios at 250 S. Broad St., Philadelphia, to service agencies and sponsors.

AMBASSADOR Radio Productions, Los Angeles, has been dissolved, according to Jerry Lynton, head of the transcription production firm, which used the studios of Elextro-Vox Inc., as headquarters. A new group will be organized with Mr. Lynton as drama head and Ted Myers as business manager.

EARNSHAW RADIO PRODUCTIONS, Hollywood, will produce in January a new series of 260 quarter-hour transcriptions titled *New Adventures of Chandu*.

AUDISK Corp. San Francisco transcription producer, has cut 26 one-minute dramatic announcement for the Philo Radio & Television Corp. of California, San Francisco. They are being placed on stations in the 11 Western states, in a Christmas campaign.

GRACE SANDERSON MICHIE, formerly on the continuity staff of NBC, San Francisco, and more recently in Hollywood, has been appointed program director for the Audisk Corp., San Francisco transcription producers.

TED SILLS, previously connected with network programs in Chicago and Hollywood, has joined Grombach Productions Inc., New York, as program director.

TRANSCRIPTION Service Bureau, Los Angeles, early in December started two 39-episode five-minute transcribed programs adapted for insurance sponsorship.

KASPER-GORDON STUDIOS, Boston, after definitely announcing the appointment of Godfrey Wetterlow to its staff, now reports that its announcement was premature and in error.

BLOCK DRUG Co., New York (Omega oil) will begin a studio program campaign over WJZ, New York, December 17, 7:45-8 p. m. and each following Tuesday. Talent will consist of Phil Cook, and the Landt Trio and White. The program is scheduled for about 20 weeks. Husband & Thomas Inc., New York, places the account.

Col. & Budd Signed

STOOPNAGLE & Budd, comedy team, have been signed by CBS until Feb. 1, 1937. They will be back on the air together about Feb. 1. Meanwhile Budd is broadcasting a sustaining program 10-10:30 p. m. Saturdays under the title Budd Hulick & His Orchestra. The two have been with CBS five years.

H. J. GREIG, commercial supervisor of Southwest Broadcasting System, addressed the Dallas Advertising League recently on "Broadcasting in the Southwest."

Sell The Southwest with SBS

Twelve Major Stations for Twelve Major Markets!

SOUTHWEST BROADCASTING SYSTEM

General Office — Fort Worth

ST. PAUL DISPATCH-PIONEER PRESS AND MINNEAPOLIS TRIBUNE STATION

WTCN

IS LOCATED IN THE TWIN CITIES (ST. PAUL AND MINNEAPOLIS POPULATION 750,000)

10th LARGEST MARKET IN THE COUNTRY

Facts You Should Know:

WTCN operates on a new 5,000 watts transmitter.

WTCN offers low-cost coverage of the Twin Cities and their trade area.

1,804,964 people in Minnesota and Wisconsin live within WTCN's 100-mile area.

217,844 families with radio in Minnesota and Wisconsin live within WTCN's 100-mile area.

Annual net retail sales in Minnesota and Wisconsin within WTCN's 100-mile area are $1,207,639,000.

1,581,872 or 62% of Minnesota's population of 2,563,953 live within WTCN's 100-mile area.

196,702 or 61% of the 286,886 families with radio in Minnesota live within WTCN's 100-mile area.

$1,133,547,000 or 78% of the $1,452,108,000 annual net retail sales in Minnesota are made within WTCN's 100-mile area.

WTCN offers the services of the combined merchandising departments of the St. Paul Dispatch-Pioneer Press, Minneapolis Tribune and St. Paul Daily News.

Your Message on WTCN Will Be Broadcast Where Sales Potentialities Are Tremendous

FREE & SLEININGER, Inc., National Representatives

New York - Chicago - Detroit - Denver - Los Angeles - San Francisco - Seattle

TWO markets at the price of ONE

Transmitter located midway between Seattle and Tacoma.

1000 watts 570 kc.

Pioneer CBS Station in the Pacific Northwest

"Local Color" SELLS

★You can't match the intimacy of a second-frontier station like WAAT with anything else in broadcasting. Dude schedule makers too often skip the fascinating grip which it holds on its geographically "small town" and suburban audience. Those on our client-list know better. Somehow broadcasters just naturally turn hard-boiled with a station like WAAT. Mere sentiment could never keep these friendships so long. Cash-dollar business does.

WAAT grew to what it is — on the astonishing response it gets for its users. Operating daytime only, WAAT has a vast following all its own — in the rich cosmopolis of Newark, Jersey City, Hoboken, West New York, Passaic, Bayonne, Union City, Elizabeth, Hackensack, the Oranges and Montclair. Over 2,250,000 people are in its primary reach. 87.1% of the area's homes are radio homes (largest ratio in the Union). Uncharged for, you get a jumbo bonus in New York City, Brooklyn, Staten Island, Long Island and Westchester. Rates are more than moderate.

Full details and success examples on request.

CASE HISTORY 16
Manufacturer establishes 2710 new customers after 41 spot announcements.

CASE HISTORY 21
National spot advertiser found WAAT produced the lowest cost per inquiry in the New York Metropolitan area.

CASE HISTORY 38
Local retailer using WAAT exclusively increased average *monthly* dollar volume by $5,000.00 during 1935.

940 KC
WAAT
JERSEY CITY & SUBURBS

Copyright Status Still in Doubt

(Continued from page 7)

and is being considered, of operating without the Warner catalogs. A report was submitted to the NAB board purporting to show that on a selected group of stations which checked their music performances religiously over a lengthy period, only 18% of the numbers performed were from the Warner catalogs (Harms, Inc., Remick Music Corp., M. Witmark & Sons and New World Music Corp.). CBS, it is understood, is considering an experiment under which it would go without Warner music in a number of programs.

There still remained the controversy between ASCAP and Warner as to whether the former retained the small or performing rights to the majority of the Warner catalogs, because of the composer and writer contracts with ASCAP. It is generally agreed that this point will have to be adjudicated since there has never been any court ruling on it.

The most that could be gleaned following the NAB board meeting was that a majority of the so-called "independent" station members favored per piece, whereas the networks and certain others held the view that it was not only unworkable but unavailable. As a consequence of this, the delegation was named to go into the entire per piece picture and endeavor to work out a basis. The delegation comprises:

Edward A. Allen, WLVA, Lynchburg; Arthur Church, KMBC, Kansas City; H. K. Carpenter, WHK, Cleveland; Joseph Maland, WHO, Des Moines; Leo J. Fitzpatrick, WJR, Detroit (NAB president), and James W. Baldwin, NAB managing director.

On the scene in New York also was a delegation representing the newspaper-owned stations, which organized at the last NAB convention in Colorado Springs to function for newspaper outlets on such matters as the current dilemma. The group, however, is withholding any action until such time as the NAB board decides definitely upon its course, according to statements attributed to Walter J. Damm, WTMJ, *Milwaukee Journal*, chairman of the group. Others in attendance included H. Dean Fitzer, WDAF, *Kansas City Star*, John J. Storey, WTAG, *Worcester* (Mass.) *Telegram-Gazette;* Edgar H. Twamley, WBEN, *Buffalo Evening News;* W. J. Scripps, WWJ, *Detroit News*, a representative of *Hearst Enterprises*, representing Hearst radio stations, and Charles A. Webb, WWNC, Asheville (N. C.) *Citizen-Times*.

The executive committee of the newspaper group, comprising Messrs. Damm, Fitzer and Lambdin Kay, WSB, Atlanta Journal, have sanctions from 48 newspapers owning stations, to represent them in the copyright negotiations. Mr. Damm was invited, along with other broadcasters, to confer with Mr. Starr, who sought the benefit of their experience with copyright.

Adding to the confusion which already had existed were developments on Dec. 3 and 4 which included the sending of a telegram to all NAB stations instructing them to accept extensions of their contracts from ASCAP for five years, under present terms, and then a second one retracting it.

Offer Withdrawn

THIS grew out of a telephone call to Mr. Baldwin from Isaac D. Levy, NAB treasurer and co-owner of WCAU, Philadelphia, making the initial suggestion. The membership of the board was polled by Mr. Baldwin, after consultation with President Fitzpatrick. The first vote received on Dec. 3 was 10-to-9 in favor of sending the telegram. Paraphrased, it read that by vote of a majority of the board, he (Mr. Baldwin) had been instructed to advise stations that it is urgent that they immediately wire ASCAP that they would accept extensions of contracts as offered on June 17, 1935.

This June 17 offer was the one which proposed to renew all existing contracts under present terms of 5% of net receipts, plus arbitrary sustaining fees, and which also contained the clause that the ASCAP repertoire would not be substantially diminished. This offer, however, subsequently was withdrawn by ASCAP General Manager Mills, and a rider attached which provided that if the catalog were substantially diminished, then stations would have the option of cancelling their contracts, or if not electing to do so, continue to pay the same royalties.

Because of a reported misunderstanding of the meaning of the telegram, two of the West Coast board members subsequently reversed their votes. This developed after a long distance telephone conversation with Mr. Baldwin. Thus it became necessary to send out a second telegram notifying members not to ask for the extensions since the board had reversed itself by a vote of 11-to-8.

Presumably, the view was that by agreeing to sign the ASCAP extensions the stations would strengthen the position of ASCAP in combating the Warner defection and perhaps bring about a situation wherein Warner might reconsider and return to the group. Moreover, it had been reported that while Warner had notified ASCAP of its withdrawal, and Mr. Starr had resigned from the ASCAP board, it had not technically delivered its resignation.

Mr. Mills declared Dec. 13 that while some 70 station applications for extensions of their contracts have been received, nothing has been done about their acceptance. In every case, he asserted, the extensions were requested under the terms of the so-called "June 17" offer, whereas this offer had been withdrawn and the new rider had been attached. Moreover, he declared that the indefinite state of ASCAP's music holdings when current contracts expire Dec. 31, make this course advisable.

Warner's Position

MEANWHILE, the Warner organization continued to discuss licensing of its catalogs for radio, but insisted upon a prior network arrangement. Jerry King, manager of KFWB, Hollywood, owned by the picture company, was called to New York to consult with Mr. Starr and A. M. Wattenburg, counsel for Music Publishers Holding Corp., representing the Warner houses, and has been in the East for a fortnight.

Of great significance is the statement of Mr. King that the Warner houses are willing to place in any contract agreed upon with stations a "most favored nation clause", under which it would guarantee that all stations alike would be given the benefit of the best terms accorded any one station licensee. This, it was emphasized, was to eliminate any possibility of "special deals" of the character that ASCAP has worked out in the past.

Mr. King reiterated Mr. Starr's assertion that the Warner view is that the networks are not paying sufficient royalties for copyrighted music. He said that against the 5% of receipts paid by independent stations, the networks are paying about 1%. Further, he asserted, the Warner organization is opposed to "multiple payments" of royalties, such as for performances of transcription numbers.

The Warner organization also has advanced the view that the cost of music might well be passed along to the advertiser, as has been done successfully on the Pacific Coast by many stations. It is contended that music is just as essential to the program as the artist, for whom the advertiser pays, and that the cost should be an itemized

GEORGE W. HOOVER, M. S., M. D.

Formerly Chief Drug Control U. S. Department of Agriculture and for many years engaged in the enforcement of the Federal Food and Drugs Act.

CONSULTANT

Drugs — Medicine — Cosmetics — Foods
Label and Formula Requirements
RADIO ADVERTISING CONTINUITY

Consultant to drug and food manufacturers and advertisers for the past eight years on labels, advertising, formulas and technical control of drugs, medicines and foods subject to

REQUIREMENTS OF FEDERAL AND STATE LAWS

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THE SOBY YARDSTICK OF AUDIENCE VALUE

Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.

BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

portion of the billing paid by the program sponsor.

The per piece method of compensation, according to Mr. King, is viewed as acceptable to Warner houses. One method being considered is that of placing a minimum return to the Warner houses on a per piece basis, and of reducing that fee to half, once the minimum is reached. The minimum would be based on station card rates. This would apply only to commercial business, excluding that received from the networks.

Apropos of suggestions made for a revised compensation arrangement whereby stations would pay a percentage of the return to them of programs using the particular copyright owner's music, a number of arguments have been advanced. The most important is that in arranging programs, the works of more than one publishing house are used. As a consequence, under a percentage plan, it would mean that the station, or the advertiser, would be forced to pay two or more percentage fees.

The ramifications of the music publishing field that have come to light since the Warner withdrawal have bewildered many broadcasters. For example, it is now revealed that Waddill Catchings, chairman of the Board of the North American Co., which is sponsoring "Wired Radio" as a potential competitor of space radio, is also a member of the Warner board. One of the subsidiaries of North American is the Associated Music Publishers, which is licensing stations, and collects about $80,000 annually in radio fees.

Also tieing into the broad copyright discussions are the current negotiations of the larger transcription producers, such as World Broadcasting System, NBC Transcription Service, Standard Radio Inc., and Associated Music Publishers, which recently introduced its library, with John G. Paine, trustee of the Music Publishers Protective Association. These have to do with elimination of the present basis of royalty payments whereby stations pay 25 cents for performance of a popular number on transcriptions, when sponsored and 50 cents for a production number per sponsored use.

Aside from this fee, the transcription companies pay to MPPA $5 and $10 per number for such recordings initially. The effort is to devise a system of payments at the source by the transcription companies, which the transcription producer could pass along to the station in the form of a small additional rental or lease, and in that manner have it absorbed painlessly. MPPA, with more than a year's experience with library services, is understood to be inclined to go along with such a method.

Apparently fading from the copyright picture is Transcontinental Broadcasting System, mysterious transcription sales organization which from all indications was affiliated in some fashion in Warner Bros. or with Warner officials. This has been flatly denied by Warner executives in New York.

The organization has offered independent station contracts to sell time nationally at 50% of card rate, and to provide them with transcribed programs. A proviso also was included in the contract to guarantee the copyrights of music contained in the transcriptions and to acquire all of the public performance rights. It is reported unofficially that several stations have signed their contracts.

U. S. Court Refuses to Shift ASCAP Case From Jurisdiction of Washington State

A COMPLETE victory for the State of Washington in its fight against the American Society of Composers, Authors & Publishers, was won Dec. 12 when the U. S. District Court for the Western District of Washington refused to interfere in any way on the ASCAP motion that the case be removed from state jurisdiction to the Federal Courts.

In a telegram to former Senator C. C. Dill, Kenneth C. Davis, Seattle attorney, and managing director of the Washington State Association of Broadcasters, declared that the action puts the ASCAP case back into the state court where officials will prosecute it vigorously. Some months ago a receiver was appointed for ASCAP, which had been adjudged illegal under the state constitution. Broadcasters have not paid ASCAP since early this year because they were restrained from so doing by the state court order.

Mr. Davis' telegram, to Senator Dill, covering the decision of Federal Judge Cushman, follows:

United States District court for the Western District of Washington Southern Division recommended today that the State of Washington's suit for conspiracy and for the appointment of a receiver for the American Society of Composers, Authors and Publishers was legal in every respect and that a suit to enjoin such conspiracy to restrain commerce and trade in musical compositions is not an action arising under the copyright laws and that the State of Washington has full right to enforce its own constitution and its own laws. The United States Court refused to interfere in any respects on ASCAP's motion to remove the case to the Federal courts. That puts the ASCAP case back into the state court where the state of Washington officials will prosecute it vigorously.

Presumably, the decision opens the way for triple damage suits against ASCAP by stations. Claims, under normal procedure, can be filed with the receiver, Tracy Griffin, Seattle attorney, who in turn may under court jurisdiction, dispose of the ASCAP catalogs. There is the possibility that a "per piece" method of disposition of the catalogs will be worked out. The amount of triple damage campaigns is not definitely known, but a figure in excess of $1,000,000 has been mentioned.

Many state groups have inquired about the Washington state constitutional provision which made possible the action against ASCAP, evidently with a view toward having similar provisions adopted.

Smith Bros. Spots

SMITH BROTHERS Co., Poughkeepsie, N. Y. (cough drops) is planning an extensive one-minute WBS disc campaign over an indefinite number of stations. The first group to launch the discs effort will be WBEN, WFIL, WGAR, WJR, WTMJ, WDAF. Homman, Tarcher & Sheldon Inc., New York, placed the account.

WSOC

Transradio News

WSOC's 24 - hour Teletype Service makes it possible for us to offer wide - awake advertisers a truly valuable news program. Choice spots already established, with enough steady listeners to make your sponsorship of WSOC TRANSRADIO NEWS a real buy!

Wire or write for prices to—

WSOC
Charlotte, N. C.

WBRC

OLDEST AND ONLY FULL TIME
HIGH POWERED STATION IN ALABAMA

1000 WATTS FULL TIME. AFFILIATED CBS

BIRMINGHAM BROADCASTING CO., Inc.
BANKHEAD HOTEL BIRMINGHAM, ALA.

WIL
THE BIGGEST LITTLE STATION IN THE NATION
ST. LOUIS, MO.

PERHAPS THERE IS MORE THAN ONE WAY TO SKIN A CAT...
..WE DON'T KNOW
BUT, WE DO KNOW THERE'S ONLY ONE WAY TO REACH
Western Montana
WITH YOUR RADIO MESSAGE, AND THAT IS TO USE...

KGIR
BUTTE, MONTANA.

Representatives
JOSEPH McGILLVRA • NEW YORK • CHICAGO
WALTER BIDDICK CO. • PACIFIC COAST.

24 Christmas Gifts A Year

A subscription to BROADCASTING is the ideal gift for your radio friends and clients. A gift which will be appreciated 24 times a year.

SUBSCRIPTION RATES

Single Subscriptions
$3.00 EACH

★

2 Subscriptions
$2.50 EACH

★

5 to 14 Subscriptions
$2.00 EACH

★

Over 15 Subscriptions
$1.50 EACH

★

Year Book Included with all Subscriptions

Add $1 for Canadian and Foreign Subscriptions

I enclose $.....for.....subscriptions

Signed.....

Address.....

City.....

I am attaching list of names to whom these subscriptions are to be sent.

BROADCASTING
Broadcast Advertising

National Press Bldg.,
Washington, D. C.

Radio In Next Congress

(Continued from page 12)

troduced at the last session and which are still pending, are those of Rep. Scott (D) of California, introduced just prior to adjournment. They encompass a series amendments to the Communications Act dealing with broadcasting, as well as a resolution for the creation of a "Broadcast Research Commission", the function of which would be to decide the future of broadcasting, but with particular emphasis on the setting up of a government-owned or controlled network.

These proposals, it now develops, are sponsored by most of the anti-commercial radio organizations. The American Civil Liberties Union, for reasons unknown even to some of the members of its radio committee, seems to be behind the Scott proposals, and there are signs aplenty that it had more than an "observer's" interest in their preparation. Rep. Scott had never been known to have shown the slightest interest in radio legislation in the past.

Falling in somewhat the same category, except that its sponsorship came from the labor and religious agitators, is the Monaghan bill, (HR-8475) introduced by the youthful Rep. Monaghan (D) of Montana which would set up a government network. This measure is believed to have been introduced at the suggestion of Michael Flynn, labor legislative contact, who also is closely identified with the quest of the Paulist Fathers in New York, operating WLWL, for improved facilities.

Then there is the bill (HR-55) introduced during the last two sessions by Rep. Rudd (D) of New York, to cancel all existing station licenses and force a reallocation of the entire spectrum with one-fourth of the wave and power facilities to be assigned to non-profit organizations. This is what the educators and the Paulist Fathers have espoused for many months.

Just as the last session ended, there were introduced two bills to place prohibitions upon musical performances by foreign musicians. These were promptly protested on behalf of the industry by the NAB as measures which would "effectively reduce the opportunities for employment of American musical talent."

All told, there are a dozen and a half measures affecting radio in one fashion or another, still pending. These will unquestionably be augmented by others as soon as the new session gets warmed up. Thus far, neither Chairman Wheeler (D) of Montana, of the Senate Interstate Commerce Committee, nor Chairman Rayburn (D) of Texas, of the House Interstate and Foreign Commerce Committee, has indicated that any hearings will be held.

One of the pet radio topics of Senator Wheeler is that of multiple newspaper ownership of stations, and of so-called "trafficking" in radio station licenses. He expounded on this on several occasions at the last session. If there happen to be hearings of any character at the forthcoming session, he may take the occasion to follow through on those views.

In any event, there have been ample indications that legislative leaders in Congress will look more or less to Chairman Anning S. Prall, of the FCC, for advice as to whether hearings or an investigation of any character are needed at the next session because he is a veteran of a dozen years in Congress.

It is thought entirely possible that before the subject of radio legislation is gone into, Chairmen Wheeler and Rayburn will call upon Mr. Prall and perhaps other members of the FCC, and possibly representatives of the broadcasting industry, to confer on the advisability of considering legislation either to amend the Communications Act as it deals with radio or to conduct an inquiry.

Although the legislative situation, at this writing, appears to be one which will not justify or necessitate protracted consideration of broadcasting, the very fact that minorities are lobbying to attain their own ends is regarded as warning that the situation will bear watching.

FORD SPONSORING LIVESTOCK REPORT

FORD MOTOR Co., Detroit, extended its radio campaign Dec. 4 to the seven stations of the Michigan Radio Network, of which WXYZ, Detroit, is the key-station, sponsoring daily livestock reports compiled by the Michigan Live Stock Association, a prominent feature on MRN for nearly two years.

The account was placed by the N. W. Ayer & Son Inc., after being arranged by K. D. Pulcipher, of the Detroit office, and Harry Mack, of the Ford Motor Co. The program is daily at 12:45 p. m., the reports being presented by George Boutell, secretary of the Michigan Live Stock Exchange. Harold True, news commentator of WXYZ and MRN, is handling the commercial announcements.

The advertising on the program is being devoted to Ford cars and trucks. H. Allan Campbell, general manager of the MRN, handled the account for the network.

J-W-T in Seattle

J. WALTER THOMPSON Co. has established an office at 2012 Exchange Bldg., Seattle, Wash., with Norton W. Mogge, formerly Los Angeles manager, in charge. Russell Paulson, account executive, has succeeded Mogge in Los Angeles. Thomas Cooper, in the San Francisco offices research department, has been transferred to Southern California to assist Paulson. He will also conduct radio research there along with his other duties. The agency recently assumed direction of the Associated Salmon Packers, Seattle, which is planning an extensive campaign.

DAY TIME

hours are sales dynamite when you use WFAA-WBAP!

MORNING— Slo 'n' Ezy received 3,841 requests for a photograph in one week. (7:15 AM)

NOON—Steamboat Bill averages over 500 Malt-O-Meal Labels weekly on a contest promoted through three five minute spots. (12:25 AM)

AFTERNOON— The Firemen's Club drew 30,647 Quaker Oats Labels on a premium offer in its first 20 weeks. (5:30 PM)

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